

# IMATS

INTERNATIONAL MAKEUP ARTIST TRADE SHOW

## EXHIBITOR KEY DATES & DEADLINES - Toronto, September 28-29, 2019

DATE	DEADLINE	DETAILS
June 12	<b>Show Special Booth Pricing</b>	Select your preferred booth location at a discounted price!
June 26	<b>Booth Payment</b>	Outstanding booth balance due.
August 13	<b>MTCC Fire Reply Submission</b>	See Exhibitor Services Documents to submit Fire Reply documentation.
August 16	<b>Exhibitor Promotion Deliverables</b>	<p><b>Pro-Card Discounts:</b> Submit your Make-Up Artist magazine <a href="#">Pro-Card Discount</a> details and eps of your logo for website and event banner inclusion.</p> <p><b>New Product Launches:</b> provide product name/description and details on new products debuting at the show - participating exhibitors will receive pre-event, <a href="#">on-site</a> and <a href="#">post-event coverage</a>.</p> <p><b>Booth Demos/Meet-and-Greets:</b> Provide educator bio, demo details, and artist headshot for <a href="#">schedule</a> and <a href="#">featured speaker</a> listings on website and IMATS event app - <i>please note that all meet-and-greets need to be approved by Event Management and may require additional crowd-control orders.</i></p>
August 23	<b>Staff Badges</b>	Order additional staff badges at discounted pricing.
August 30	<b>Partner Media Kit + Comp Tickets Distributed</b>	Event Management will distribute custom e-promo graphics, social media images, special friends and family coupon codes, complimentary tickets, and promotional assets to use for promoting the show.
August 30	<b>Online Booth Listing and Insurance</b>	Update your booths online marketing details within A2Z software, and submit Insurance Certificates.
September 5	<b>Stronco Advance Pricing</b>	See Exhibitor Service Documents to order furniture, advance warehouse storage, customs brokerage.
September 12	<b>SHOWTECH Advance Pricing</b>	See Exhibitor Services Documents to order for Electrical, Lighting and Rigging.
September 13	<b>Freeman Audio Visual</b>	See Exhibitor Services Documents to order for Audio Visual.
September 13	<b>MTCC Services</b>	See Exhibitor Services Documents to order Internet, Parking, schedule Move-In or Delivery time with Voyage Control.
September 27	<b>Load In</b>	Exhibitor Load In: 12:00 pm – 7:00 pm, North Building, Hall C
September 28	<b>IMATS – Day 1</b>	Exhibitors Entry at 8:00 am Trade Show Hours: 9:00 am – 5:00 pm
September 29	<b>IMATS – Day 2</b>	Exhibitors Entry at 9:00 am Trade Show 10:00 am – 5:00 pm
September 29	<b>Load Out</b>	Exhibitor Load Out: 5:00 pm – 9:00 pm

# **2019 IMATS Toronto Exhibitor Manual Summary**

## LOCATION:

Metro Toronto Convention Centre, North Building, Level 300, Exhibit Hall C  
255 Front Street West  
Toronto, ONT Canada M5V 2W6  
www.mtccc.com

## **EXHIBITOR MOVE-IN/SET-UP:**

Friday, September 27, 2019, 12:00 pm – 7:00 pm

## **EXHIBITION DATES:**

Saturday, September 28, 2019 9:00 am\* – 5:00 pm

Sunday, September 29, 2019 10:00 am\* – 5:00 pm

\*Exhibitors may arrive one hour prior to show open on Saturday and Sunday

**EXHIBITOR MOVE-OUT:** Sunday, September 29, 5:00 pm – 9:00 pm\*\*

Per the Ministry of Labour, children under 16 years of age are not permitted on the show floor during move-in or move-out.

No open-toed shoes, sandals, flip flops are allowed during move-in or move-out due to safety regulations.

**BOOTH PACKAGE:** Each 10' x 10' booth space/equivalent comes with the following:

- Pipe and Black drape walls (8' high back and 3' side dividers). Island-style booths will **not** have any pipe and drape unless specifically requested from Stronco.
- One (1) 8' X 2' table skirted in Black with a White vinyl top cover
- Two (2) chairs
- One (1) wastebasket
- One (1) 7" x 44" booth identification sign
- Four (4) exhibitor badges printed with exhibiting company name only
- If building a custom booth and request to be Space Only, the above does not apply to you (other than the exhibitor badges).

The exhibition floor is concrete, and isles will not be carpeted.

Booths do **not** come with: carpet, electricity, lighting, or Wi-Fi / internet.

---

\*\*Everything must be removed from the venue Sunday night, make arrangements with Stronco or freight company. Abandoned freight will be turned over to Stronco who will take it back to their warehouse. Stronco will require payment for transportation and storage charges before items will be released to the carrier.

---

**Stronco** is our **decorator** and **onsite material handler**. We have also named them as our **official logistics company, customs broker (via Academy Customs & Traffic)** and **advance warehouse**. Exhibitors are not required to ship with Stronco or use their customs brokerage. Please see Stronco's complete exhibitor kit which will be available online with the rest of the exhibitor kit documents. Please enter

the Show Code and Booth Number. The show Code is **494313674**. The discount price deadline for PAID orders which is **September 5<sup>th</sup>**. Send your completed order forms back to Stronco.

- General Information & Payment Policy Information Sheets
- Online Ordering Information Sheet
- Credit Card Authorization
- Advance Show Receiving Information Sheet and Order Form
- Shipping Label Templates (Advance Warehouse & Direct-to-Show)
- Material Handling Information Sheet and Order Form
- Labour Service Form
- In-Booth Forklift Order Form
- MX Show Special Order, Exhibit Packages & Accessories Forms
- Display Tables & Drapery Order Form
- Counters, Storage & Display Units Order Form
- Accessories & Office Furnishings Order Form
- Chairs & Tables Order Forms
- Signs & Banners Order Forms
- Official Show Carrier Information Sheet
- Transportation & Customs Brokerage Services Form

**MATERIAL HANDLING: Onsite door-to-booth is handled by Stronco.** You are allowed to hand carry/wheel in your own items if they are on your own small hand truck or cart and you brought the products in your own vehicle. If Stronco receives any deliveries for you, then you will need to pay for material handling.

**ONSITE STORAGE OF EMPTIES/EXTRA STOCK:** Material handling services ordered through Stronco includes storing your empties and extra stock in an unused and unsecured portion of the exhibition hall. You will need to get "empty" stickers from Stronco and clearly label all skids, crates, etc. that you wish to have stored during the show. If you do not arrange for material handling with Stronco, it is your responsibility to provide your own means of labeling and moving your empties into and out of storage.

**SHOWTECH Power & Lighting** is the exclusive provider for all power, lighting and hanging/rigging\* at the Metro Toronto Convention Centre. Please see their informational order forms. Discounted price deadline is **Wednesday, September 6<sup>th</sup>**.

\*Please note that all sign, banner, truss and/or lighting hanging that is to be rigged from the ceiling above your booth must have IMATS show management approval prior to ordering this service. Please submit design images and dimensions to Orran Greiner at [orran@kpgmedia.com](mailto:orran@kpgmedia.com)

**The MTCC (Metro Toronto Convention Centre) is the provider for many services at the show. Online ordering closes on Friday, September 13<sup>th</sup>.**

- Exhibitors Parking Pass Order Form
- Voyage Control Registration
- Wireless Internet Access Form
- Wired Internet Access Form
- Telecommunications Services Order Form
- Booth Cleaning Service Order Form
- Exhibitor Catering Daily Order Form
- Rigging Load Release Form (does not apply to banner or sign hanging)
- Application for Permission to Show (for unapproved electrical equipment)
- Application for Permission to Energize (for unapproved electrical equipment)
- Fire Safety Reply – **Fill this out and return it to [fsr@mtccc.com](mailto:fsr@mtccc.com) by August 13, 2019**
- **Order online** for cleaning, telecommunications & parking services at [www.mtccc.com/order](http://www.mtccc.com/order)

Discount rates are offered on parking passes, cleaning services and wired internet services if orders are received by **September 13<sup>th</sup>**.

### **Outside Food and Beverage:**

Be aware that the venue does not allow any outside food or beverage to be brought into the show. Please utilize the exhibitor catering order form.

**Freeman Audio Visual** is the exclusive provider of AV at the Metro Toronto Convention Centre. Please see their informational order forms. Discounted price deadline is **Friday, September 13<sup>th</sup>**

### **CBSA Recognition Letter**

Please see the letter from Canada Border Services Agency. This letter shows that the CBSA officially recognizes our event and provides us a tariff item number to use for importing goods temporarily into Canada. If shipping from outside Canada and travelling from outside Canada as well, please bring a copy of this letter and attach a copy to shipments to facilitate the customs process.

**Additional Exhibitor Badges:** Please be aware that four (4) exhibitor badges are allotted per 10'x10' booth space/equivalent. Badges have company name on them, not individual's names, to allow for badge sharing among staff working different shifts. All staff working in the booth, including demo artists and their models, must be wearing an exhibitor badge.

Additional badges may be purchased **2** per 10x10 booth space/equivalent for \$35 each. The deadline for preordering additional exhibitor badges is **Friday, August 23<sup>rd</sup>**. After the deadline, additional badges can be purchased for \$45 each. Please see the order form.

**Exhibitor Welcome Packets:** The printed exhibitor badges will be inside the welcome packet. The contact listed on the contract, will sign for and pick up at Registration on load in / set-up day, Friday, September 27<sup>th</sup>. Badges are not required to be worn on Friday. During the exhibition on Saturday and Sunday, everyone on the show floor must be wearing a badge.

---

# IMATS EXHIBITOR GUIDELINES

## **Open Line of Sight**

Please ensure that nothing is taller than 4 feet in the front half of the booth (excluding island style booths). This includes display cases, pull-up banners, etc. We will make an exception if you have a corner booth and item(s) do not inhibit adjoining exhibitors.

## **Booth Height**

Display items cannot exceed the standard back wall height of 8 feet (or 2.4m) without prior IMATS show management approval. We will typically not approve a back wall height deviation if there is another exhibitor directly behind you. Please send all requests via email along with images. If you have any type of booth other than an island and your request is approved, the back of your graphic or wall must be solid **Black**. No text, logo or pattern is allowed on the backside as it will infringe upon the exhibitor(s) directly behind you. Failure to adhere to this policy will result in either you not being allowed to use the graphic, or you being responsible for the cost to have our show contractor cover the backside with black drape.

## **Custom Build Booths**

If you are intending to build a custom booth that deviates from the standard booth package inclusions, you will need to seek show management approval (even if you are using our show contractor to build it). Please forward your custom booth renderings with dimensions and specify who will be performing your install/dismantle. We require their health and safety documentation and public liability insurance certificate.

## **Sign/Banner Rigging and Hanging**

Before you place any orders for rigging and hanging, you must first obtain IMATS show management approval of your design, dimensions and proposed location.

## **Crowd Control/Line Management**

Crowd Control is a fire and safety issue, and it is difficult to control. We must do our best to keep the show enjoyable and fair for everyone. Below are some guidelines:

- If stanchions are needed around an exhibitor's booth, it is the exhibitor's responsibility to either rent stanchions from the show decorator or bring their own.
- If you are an exhibitor and are expecting a long line to your booth, you will be required to either:
  - A) Appoint some of your own staff to act as crowd/line control. This includes a person at your booth, a person to keep a gap in the line for any aisles that the line may cross, and a person at the end of your line. **OR**
  - B) Organize crowd/line control through IMATS show management. For \$250/£250 per person per day. Please contact Orran Greiner to arrange.
- If you do not provide your own crowd/line control staff and it is deemed necessary, you could be charged for the service.
- IMATS show management reserves the right to cut off lines once we feel they have reached or exceeded a manageable length. No line may block access to another exhibitor's booth, or be positioned in such a way that aisles or stages are blocked.

## **Flyers/Pamphlets/Samples Hand-outs**

Nothing is to be handed out to attendees anywhere but from within your exhibitor booth space! It is against show policy to stand in or walk the aisles handing items out or standing near or outside the entrance. If you see non-exhibitors or attendees handing out anything, just like exhibitors, please let IMATS staff know.

## **Music/Sound Volume**

Please be courteous to both your neighbors and to educators speaking on our various stages. You will be asked to turn your music down if we feel that it is too loud, and if repeated requests are necessary, you will be required to turn it off.

## **Helium Balloons and Confetti**

Helium Balloons and Confetti are not allowed at IMATS shows.

## **Nudity Clause**

Please be aware that we have a nudity policy in place that we ask you to pass along to all artists and models who will be doing demonstrations at the show. Please see the attached diagram showing acceptable levels of coverage.

## **Exhibitor Badges**

Each exhibitor is allotted 4 exhibitor badges per 10'x10'/3mx3m booth space equivalent. An additional 2 badges per 10'x10'/3mx3m space may be purchased. Exhibitor badges are to be used for staff working in your booth, including artists doing demos and their models. **Everyone must be wearing their badge at all times on show open days.** There will be security personnel monitoring the show floors throughout the weekend checking to be sure that everyone on the floor has either a badge or a wristband. If you have lost or misplaced your badge, you will be escorted out to Registration where you will need to purchase a new badge for \$45/£45. Also as a reminder, if you are sponsoring educators on one of our stages, their personalized badges (including any educator assistant and model badges) will be up at Registration. **Educators are not to wear one of your exhibitor badges! They will pick up their own badges at Registration.**

## **Meet-n-Greets and Merchandise Bags**

IMATS welcomes Meet-n-Greets at our shows. Due to the potential for crowding, we ask that you partner with us ahead of time to ensure a successful outcome. Meet-n-Greets must be scheduled with show management in advance so that we can work with you to accommodate potential lines and logistics. Please check with the sales department for more information.

If you plan on handing out your own merchandise bags, they must be no larger than 13" tall x 12" wide x 4" deep. (dimensions do not apply to our IMATS show bag sponsor)

## **General Liability Insurance**

General liability insurance is required from all exhibitors and third party builders for all shows. Please have your insurance agent note on the Certificate of Liability Insurance the name of the show and the show dates, including set-up. Minimum coverage requirements are \$1,000,000 per occurrence and \$2,000,000 general aggregate. Certificate Holder and Additional Insured needs to read as follows:

- For IMATS LA, NY, Atlanta – **IMATS Tradeshow, LLC**
- For IMATS London – **IMATS Makeup Show UK Ltd**
- For IMATS Toronto – **IMATS Make-Up Show Ltd**

The address for all of the above entities is the same: 12808 NE 95<sup>th</sup> St., Vancouver, WA 98682 USA

We are now partnering with Rainprotection Insurance to both offer and manage liability insurance/certificates for our North American shows. This means all IMATS except for London! If you do not currently have liability insurance or don't want to hassle with going through corporate for a certificate, we have a fast, easy and very affordable solution. Rainprotection Insurance will cover you for the minimum amounts required by IMATS for set-up day through show close/move-out. Please see the attached **Exhibitor Liability Insurance Program**.

Rainprotection Insurance will automatically send us your certificate. They will also be managing the receipt and tracking of all liability insurance certificates on our behalf, so even if you already have liability insurance through another company, please email a copy of your certificate to [Sales@rainprotection.net](mailto:Sales@rainprotection.net)

Please forward all certificates to Orran Greiner at [orran@kpgmedia.com](mailto:orran@kpgmedia.com).

### **Sunday Night Pack-up/Tear-down/Move-out**

Please be aware that it is against IMATS show policy to pack-up and/or tear down your booth prior to the show closing at 5:00 pm! If you would like to begin taking inventory or preparing extra stock to be packed up, before 5:00 pm that is fine, but you must keep your booth fully operational until 5:00 pm. You may not access the storage area(s) for empties prior to show close.

### **3<sup>rd</sup> Party Solicitors**

We will always make a point of letting you know who our official suppliers are for any show. It is becoming more frequent that unrelated third parties are taking our online exhibitor lists and reaching out to exhibitors as if they are a show contractor. This only serves to confuse people, not to mention that they are not officially appointed suppliers so there are no guarantees as to whether they are a reputable company or not.

**Please forward questions to: [orran@kpgmedia.com](mailto:orran@kpgmedia.com)**

---