



Electricity
Transformation
Canada

Transformation
Électrique
Canada

OCTOBER 21-23, 2024
CALGARY, ALBERTA, CANADA

EXHIBITOR RESOURCE MANUAL

IN PARTNERSHIP WITH



Canadian Renewable
Energy Association
WIND, SOLAR, STORAGE

Association canadienne
de l'énergie renouvelable
ÉOLIEN, SOLAIRE, STOCKAGE



Deutsche Messe

ITALIAN
EXHIBITION
GROUP
Providing the future

RE+
EVENTS

SHOW LOCATION	BMO Centre – The Calgary Stampede 1800 Stampede Trail SE Calgary, AB T2G 2W1
EXPO HALL LOCATION	Halls D-F
SHOW FLOOR INFORMATION	<p>Exhibitor Move-In:</p> <ul style="list-style-type: none"> • Sunday, October 20, 2024, 4:00 pm - Midnight, "Move-in for Island Exhibitors" • Monday, October 21, 2024, 8:00 am - 6:00 pm <p>Expo Hall Hours:</p> <ul style="list-style-type: none"> • Tuesday, October 22, 2024, 10:00 am - 6:00 pm • Wednesday, October 23, 2024 10:00 am - 4:00 pm <p>Exhibitor Move-Out:</p> <ul style="list-style-type: none"> • Wednesday, October 23, 2024, 4:00 pm - 10:00 pm • Thursday, October 24, 2024, 8:00 am - 3:00 pm
CERTIFICATE OF INSURANCE:	<p>Electricity Transformation Canada 2024 requires ALL EXHIBITORS to carry Certificate of Insurance (COI) and to submit a copy to show management via this link Certificate of Insurance Form.</p> <p>A sample insurance certificate is available. The insured: Electricity Transformation Canada General Partnership at 480 University Avenue, Suite 1500, Toronto, ON M5G 1V2, Canada.</p> <p>Deadline for submitting COI: Friday, August 23, 2024.</p> <p>Note: Exhibitors who do not submit their COI by the deadline will not be allowed to exhibit at the show.</p>
EXHIBITOR ONSITE CONTACT & INSURANCE FORM SUBMISSION	<p>Electricity Transformation Canada 2024 requires ALL EXHIBITORS to fill out the onsite contact form and submit their certificate of insurance via the following link ETC 2024 Onsite Contact & Insurance Form.</p> <p>Deadline for submitting Exhibitor Onsite Contact & Insurance Form: Friday, August 23, 2024.</p>
EXHIBITOR APPOINTED CONTRACTOR (EAC) FORM	<p>EXHIBITOR APPOINTED CONTRACTORS (EAC) are independent contractors hired by the Exhibiting company to build their stand and meeting rooms.</p> <p>The company representative planning to utilize the services of any independent contractors other than GES, the official general service contractor designated by ETC, must use the following links to complete, upload and sign necessary documents:</p> <ul style="list-style-type: none"> • ETC 2024 Onsite Contact & Insurance Form to provide their onsite contact information. • Certificate of liability insurance to submit their certificate of insurance. <p>Note: EACs who do not submit their COI by the deadline will not be allowed to exhibit at the show.</p>

GENERAL SERVICE CONTRACTOR	<ul style="list-style-type: none"> • Contact GES, OR Call 1.800.636.8235. • For your Booth Package and Shipping needs, click GES.
CUSTOM BROKER INFORMATION FOR SHIPPING MATERIAL ACROSS THE BORDER:	<p>For personalized service, please contact GLEN ANDERSON on Cell #:514-709-0945 or email at glena@consultexpoinc.com</p> <ul style="list-style-type: none"> • ConsultExpo forms should be returned for all your customs clearance and shipping needs to their operations department prior to shipping to Canada. • Click ConsultExpo link and send forms to the attention of Glen Anderson.
VOYAGE AND LOADING DOCK INFORMATION:	COMING IN JUNE 2024!
OFFICIAL HOTELS	<p>The Delta Hotels by Marriott Calgary Downtown and the Fairfield Inn & Suites Calgary Downtown.</p> <p>Do not delay reserving your hotel. The hotel room block is on a first-come, first-served basis, and room availability is limited. Book Housing.</p> <p><i>*Beware of unauthorized housing agencies claiming to offer discounted accommodation rates during the event. ETC has an official housing provider, and all hotel reservations should be made directly through our official channels on this website only.</i></p>
OFFICIAL VENUE	<p>The BMO Centre is the Exclusive Vendor for Electricity Transformation Canada 2024. ALL Exhibitor orders such as Internet, Booth Catering and Electric need to be processed by the BMO Centre Exhibitor Service Department. Go to BMO Online Order Form.</p>
AUDIO VISUAL	<p>These services are offered through Encore. Please contact BMOEncore@encoreglobal.com for your Audio-Visual needs.</p>
EXHIBITOR MARKETING TOOLKIT	<p>EXHIBITOR MARKETING TOOLKIT: Your best leads will come from those intentionally seeking out your services and products. We have taken the work out of it for you! The Exhibitor Marketing Toolkit includes various sizes of pre-designed banners, pre-written social media posts, and a customer invitation letter.</p>
EXHIBITOR DASHBOARD AND ONLINE FLOOR PLAN	<p>ETC2024 is using Map Your Show (MYS) for exhibitors. MYS is your one-stop portal through which you will have access to everything you will need for the show.</p> <p>Click this link to the MYS Portal: then enter your ID and password to review and edit your company information for the online directory and Show Guide and to take advantage of marketing opportunities to help boost your success.</p> <p>For all questions relating to access, contact Pamela Velazco, RE+ Events, International Exhibit & Sponsorship Sales Manager at pvelazco@re-plus.com or +52 818 084 2560.</p>
EXHIBITOR LEAD RETRIEVAL	<p>Microspec is the service provider for all your Lead Retrieval options. Order using this Link.</p>

<p>EXHIBITOR REGISTRATION BADGE PICK UP</p>	<p>Registration opens at 7am on Tuesday, October 22, 2024, and if possible, exhibitor registration will be open during setup.</p> <p>You receive:</p> <ul style="list-style-type: none"> • 10x10 (2 Exhibitor full conference passes with meal) + 25 Exhibition guest passes only hall. • 10x20 (4 Exhibitor full conference passes with meal) + 25 Exhibition guest passes only hall. • 20x20 (8 Exhibitor full conference passes with meal) + 25 Exhibition guest passes only hall. • 20x30 (10 Exhibitor full conference passes with meal) + 25 Exhibition guest passes only hall. <p>To redeem your passes, you need to enter a unique promo code in the registration form. You will receive your codes shortly after you complete the payment for your booth space contract. Please, register online before the event and keep your confirmation email to show on site to print your badge. If you cannot remember your registration promo codes, please contact Pamela Velazco, RE+ Events, International Exhibit & Sponsorship Sales Manager at pvelazco@re-plus.com or +52 818 084 2560.</p> <p>Any additional booth personnel working at the event must purchase a pass. Register Now!</p>
<p>ONSITE BADGE REPRINTING POLICY</p>	<ul style="list-style-type: none"> • Lost or damaged badges can be reprinted onsite at the Registration Desk. • A replacement fee of \$50 will be charged. • Reprints will only be issued for the same individual and company as the original badge.
<p>USE OF SPACE</p>	<p>Linear Booths</p> <ul style="list-style-type: none"> • The maximum height of display in the rear half of booth is 8 ft. • The maximum height of display in the front half of the booth is 3 ft. • Display materials should be arranged in such a manner as to not to obstruct sight lines of neighboring exhibitors. • No company logos, branding, or signage may face into an adjoining booth, including booths on either side or behind. • Hanging signs and trusses are prohibited. • All machinery and other large products must be set back from the aisles by 6 inches for safety reasons.
<p>BOOTH PERSONNEL</p>	<p>Booth personnel must maintain a professional appearance. All staff hired for the event (defined as any booth personnel who are not full-time employees of the exhibiting company, regardless of their gender) must wear business professional attire at ETC2024. The use of sexual or suggestive methods, partial nudity, the aggressive display of cleavage and the navel, and shorts/skirts higher than 4" above the knee are not allowed. If for any reason an exhibit and/or</p>

	<p>its contents are deemed objectionable to ETC2024 show management, the exhibitor will be asked to alter the content.</p> <p>ETC2024 show management further recommends that you encourage your booth personnel to:</p> <ul style="list-style-type: none">• Abstain from overt statements or offensive humor, which would disparage the dignity of any individual or group.• Substitute asexual words (e.g., sales representative or salesperson instead of salesman); refrain from using labels (e.g., referring to women as “girls”); and• Eliminate from all marketing collateral sexist language (i.e., replace masculine pronouns with he or she, or reword sentences or phrases) and discriminatory jokes or visual aids that show people in stereotypical roles by presenting individuals without bias regardless of sex, race, age, groups, etc. <p>All booth personnel must wear a conference badge.</p>
TERMS & CONDITIONS	<p>Please note that by participating in this event, you agree to the link Terms & Conditions.</p>