



Electricity  
Transformation  
Canada

Transformation  
Électrique  
Canada

**OCTOBER 6-8, 2025  
TORONTO, CANADA**

ORGANIZED BY



Canadian Renewable  
Energy Association  
WIND. SOLAR. STORAGE.

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



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Deutsche Messe

# EXHIBITOR RESOURCE MANUAL



POWERED BY



<b>SHOW LOCATION</b>	<a href="#">The Enercare Center</a> 100 Princes' Blvd. Suite 1   Exhibition Place   Toronto, ON M6K 3C3
<b>EXPO HALL LOCATION</b>	Halls B&C
<b>SHOW FLOOR INFORMATION</b>	<p><b>Exhibitor Move-In:</b></p> <ul style="list-style-type: none"> <li>• Saturday, October 4, 2025, 6:00 am - Midnight, ""Move-in for Freeman"</li> <li>• Saturday, October 4, 2025, 4:00 pm - 11:00 pm, "Move-in for Island Exhibitors"</li> <li>• Sunday, October 5, 2025, 6:00 am - Midnight, ""Move-in for Freeman"</li> <li>• Sunday, October 5, 2025, 8:00 am - 11:00 pm, "Move-in for Island Exhibitors"</li> <li>• Sunday, October 5, 2025, 4:00 pm - 11:00 pm, "Move-in for Exhibitors"</li> <li>• Monday, October 6, 2025, 9:00 am - 6:00 pm, "Continued set-up for Freeman/Island Booth and Exhibitors"</li> </ul> <p><b>Expo Hall Hours:</b></p> <ul style="list-style-type: none"> <li>• Tuesday, October 7, 2025, 10:00 am - 6:00 pm</li> <li>• Wednesday, October 8, 2025, 10:00 am - 4:00 pm</li> </ul> <p><b>Exhibitor Move-Out:</b></p> <ul style="list-style-type: none"> <li>• Wednesday, October 8, 2025, 4:00 pm - 10:00 pm</li> <li>• Thursday, October 9, 2025, 8:00 am - 3:00 pm</li> </ul>
<b>CERTIFICATE OF INSURANCE FOR EXHIBITORS, EAC &amp; ONSITE CONTACT SUBMISSION FORM</b>	<p>Electricity Transformation Canada 2025 requires:</p> <ul style="list-style-type: none"> <li>➤ ALL EXHIBITORS carry Certificate of Insurance (COI)</li> <li>➤ All EXHIBITOR APPOINTED CONTRACTORS (EAC) need to carry the Certificate of Insurance</li> <li>➤ Exhibitors and EAC Must Submit Onsite Contact Information to Show management via your <a href="#">Map Your Show Exhibitor Portal</a>. A sample of the COI can be found on the MYS exhibitor portal.</li> </ul> <p>The insured: <b>Electricity Transformation Canada General Partnership</b> at 480 University Avenue, Suite 1500, Toronto, ON M5G 1V2, Canada.</p> <p><b>Deadline for submitting COI: Friday, August 29, 2025.</b></p> <p><b>Note: Exhibitors &amp; Exhibitor Appointed Contractor (EAC) who do not submit their COI by the deadline will not be allowed to exhibit at the show.</b></p>
<b>GENERAL SERVICE CONTRACTOR</b>	Click to contact <a href="#">FREEMAN</a> , for your Booth Package and Shipping needs OR Call US or Canada: (888) 508-5054; International: 1 (817) 210-4869

<b>TRANSPORTATION &amp; CUSTOMS SERVICES</b>	<p>The IECSP has been informed that Freeman and <b>North America Logistics Services Inc.</b> have been designated as the official Transportation &amp; Custom brokers for this event. Click to contact <a href="#">FREEMAN</a>, for your Transportation Custom Brokerage needs OR contact <b>SueAnne StewartRaffin</b> at <a href="mailto:Sueann.Stewart-Raffin@freeman.com">Sueann.Stewart-Raffin@freeman.com</a></p>
<b>OFFICIAL HOTEL</b>	<p>The Delta Hotel, Toronto  Address: 75 Lower Simcoe Street, Toronto, ON M5J 3A6  Housing Deadline: Friday, September 12th, 2025  Housing Group Rate: \$379 CAD per night (plus 19% tax)  Guestroom Rates apply to single or double occupancy, exclusive of applicable state and local taxes, currently 19%.</p> <p>Link to Book Hotel: <a href="#">Book Housing</a>.</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>
<b>OFFICIAL VENUE</b>	<p>The Enercare Centre is the Exclusive Vendor for Electricity Transformation Canada 2025. ALL Exhibitor orders such as Internet, Booth Catering and Electric is processed by the Enercare Centre Exhibitor Services Center. Click <a href="#">The Enercare Center Online Order Form</a>.</p>
<b>AUDIO VISUAL</b>	<p>These services are offered through Encore. Please contact <a href="mailto:andrew.pedersen@encoreglobal.com">andrew.pedersen@encoreglobal.com</a> for your Audio-Visual needs.</p>
<b>EXHIBITOR MARKETING TOOLKIT</b>	<p><b>EXHIBITOR MARKETING TOOLKIT:</b> 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 <a href="#">Marketing Toolkit</a> includes various sizes of pre-designed banners, pre-written social media posts, and a customer invitation letter.</p>
<b>EXHIBITOR DASHBOARD AND ONLINE FLOOR PLAN</b>	<p>ETC2025 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 <a href="#">MYS Portal</a>: 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 &amp; Sponsorship Sales Manager at <a href="mailto:pvelazco@re-plus.com">pvelazco@re-plus.com</a> or +52 818 084 2560.</p>
<p><b>EXHIBITOR LEAD RETRIEVAL</b></p>	<p>Microspec is the service provider for all your Lead Retrieval options. <b>Link to order Coming Soon!</b></p>
<p><b>EXHIBITOR REGISTRATION BADGE PICK UP</b></p>	<p><b>Registration opens at 7am on Tuesday, October 7, 2025, and if possible, exhibitor registration will be open during setup.</b>  You receive:</p> <ul style="list-style-type: none"> <li>• Booth 10x10 (2 Full conference passes with meal) + 5 Exhibitor passes expo hall, 20 Expo Hall passes as attendees (will be up to extra invited attendee to register as a member or non-member of CanREA).</li> <li>• Booth 10x20 (4 Full conference passes with meal) + 5 Exhibitor passes expo hall, 20 Expo Hall passes as attendees (will be up to extra invited attendee to register as a member or non-member of CanREA).</li> <li>• Booth 20x20 (6 Full conference passes with meal) + 5 Exhibitor passes expo hall, 20 Expo Hall passes as attendees (will be up to extra invited attendee to register as a member or non-member of CanREA).</li> <li>• Booth 20x30 (8 Full conference passes with meal) + 5 Exhibitor passes expo hall, Expo Hall passes as attendees (will be up to extra invited attendee to register as a member or non-member of CanREA).</li> </ul> <p>To redeem your passes, you will receive an email with a link to the ETC 2025 exhibitor portal. In the exhibitor portal you can register all included pass types within your allotment, additional booth personnel, and upgrade passes for networking. If you have any questions or need assistance accessing the exhibitor portal, please contact Pamela Velazco, RE+ Events, International Exhibit &amp; Sponsorship Sales Manager at <a href="mailto:pvelazco@re-plus.com">pvelazco@re-plus.com</a> or +52 818 084 2560.</p> <p>Any additional booth personnel working at the event must purchase a pass. <b>Link Coming Soon!</b></p>
<p><b>SUSTAINABILITY PROGRAM AT ETC2025</b></p>	<p>At ETC, our dedicated team strives to create an experience that inspires and embodies a sustainable and clean future. We are committed to advancing the clean energy revolution by fostering innovation, sustainability, and social responsibility. View our sustainability mission, goals, and initiatives here: <a href="http://electricity-transformation.ca/sustainability/">electricity-transformation.ca/sustainability/</a></p>

<b>ONSITE BADGE REPRINTING POLICY</b>	<ul style="list-style-type: none"> <li>• Lost or damaged badges can be reprinted onsite at the Registration Desk.</li> <li>• A replacement fee of \$50 will be charged.</li> <li>• Reprints will only be issued for the same individual and company as the original badge.</li> </ul>
<b>USE OF SPACE</b>	<b>Linear Booths</b> <ul style="list-style-type: none"> <li>• The maximum height of display in the rear half of booth is 8 ft.</li> <li>• The maximum height of display in the front half of the booth is 3 ft.</li> <li>• Display materials should be arranged in such a manner as to not obstruct sight lines of neighboring exhibitors.</li> <li>• No company logos, branding, or signage may face into an adjoining booth, including booths on either side or behind.</li> <li>• Hanging signs and trusses are prohibited.</li> <li>• All machinery and other large products must be set back from the aisles by 6 inches for safety reasons.</li> </ul>
<b>BOOTH PERSONNEL</b>	<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 ETC2025. 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 its contents are deemed objectionable to ETC2025 show management, the exhibitor will be asked to alter the content.</p> <p>ETC2025 show management further recommends that you encourage your booth personnel to:</p> <ul style="list-style-type: none"> <li>• Abstain from overt statements or offensive humor, which would disparage the dignity of any individual or group.</li> <li>• Substitute asexual words (e.g., sales representative or salesperson instead of salesman); refrain from using labels (e.g., referring to women as “girls”); and</li> <li>• 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.</li> </ul> <p>All booth personnel must wear a conference badge.</p>
<b>TERMS &amp; CONDITIONS</b>	<p>Please note that by participating in this event, you agree to the link <a href="#">Terms &amp; Conditions</a></p>

# VENUE GEOGRAPHICAL LAYOUT

