



Electricity  
Transformation  
Canada

Transformation  
Électrique  
Canada

**OCTOBER 19-21, 2026 | TORONTO, ONTARIO**

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# **EXHIBITOR & SPONSOR RESOURCE MANUAL**

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IN PARTNERSHIP WITH



Canadian Renewable  
Energy Association  
WIND, SOLAR, STORAGE.

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



ITALIAN  
EXHIBITION  
GROUP  
Providing the future



Deutsche Messe

<b>SHOW LOCATION</b>	<a href="#">The Enercare Center</a> 100 Princes' Blvd. Suite 1   Exhibition Place   Toronto, ON M6K 3C3
<b>SHOW FLOOR INFORMATION</b>	<p><b>Exhibitor Move-In:</b></p> <ul style="list-style-type: none"> <li>• Saturday, October 17, 2026, 6:00 am - Midnight, ""Move-in for Freeman"</li> <li>• Saturday, October 17, 2026, 4:00 pm - 9:00 pm, "Move-in for Island Exhibitors". Exhibitors are welcome for early set-up</li> <li>• Sunday, October 18, 2026, 6:00 am - Midnight, "Move-in for Freeman"</li> <li>• Sunday, October 18, 2026, 8:00 am - 9:00 pm, "Move-in for Island Exhibitors". Exhibitors are welcome for early set-up</li> <li>• Sunday, October 18, 2026, 4:00 pm - 9:00 pm, "Move-in for Exhibitors"</li> <li>• Monday, October 19, 2026, 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 20, 2026, 10:00 am - 6:00 pm</li> <li>• Wednesday, October 21, 2026, 10:00 am - 4:00 pm</li> </ul> <p><b>Meeting Room Dates and Set-Up Hours:</b></p> <ul style="list-style-type: none"> <li>• Tuesday, October 20, 2026, 8:00 am to 9:00 am</li> <li>• Wednesday, October 21, 2026, 8:00 am to 9:00 am</li> </ul> <p><b>Meeting Room Dates and Hours:</b></p> <ul style="list-style-type: none"> <li>• Tuesday, October 20, 2026, 10:00 am - 6:00 pm</li> <li>• Wednesday, October 21, 2026, 10:00 am - 4:00 pm</li> </ul> <p><b>Meeting Room Move-Out:</b></p> <ul style="list-style-type: none"> <li>• Wednesday, October 21, 2026, 4:00 pm - 6:30 pm</li> </ul> <p><b>Note:</b> <i>Please remove all items from meeting rooms to avoid them being discarded</i></p> <p><b>Exhibitor Move-Out:</b></p> <ul style="list-style-type: none"> <li>• Wednesday, October 21, 2026, 4:00 pm - 10:00 pm</li> <li>• Thursday, October 22, 2026, 8:00 am - 3:00 pm</li> </ul>
<b>CERTIFICATE OF INSURANCE FOR EXHIBITORS &amp; EAC - HOW</b>	Electricity Transformation Canada 2026 requires: <ul style="list-style-type: none"> <li>➤ ALL EXHIBITORS &amp; All EXHIBITOR APPOINTED CONTRACTORS (EAC) MUST carry Certificate of</li> </ul>

<p><b>TO PURCHASE &amp; SUBMIT EVENT LIABILITY INSURANCE</b></p>	<p>Insurance (COI)</p> <ul style="list-style-type: none"> <li>➤ To secure your event liability insurance, simply click the link below. The process is quick and straightforward <a href="#">Event Liability Insurance – Event5   HUB International</a></li> <li>➤ Exhibitors and EAC Must Submit Onsite Contact Information to Show management via your <a href="#">Map Your Show Exhibitor Portal</a></li> <li>➤ <b>The insured: Electricity Transformation Canada</b> at 480 University Avenue, Suite 1500, Toronto, ON M5G 1V2, Canada</li> <li>➤ <b>Additional Insured:</b> RE+Events, Solar Energy Industries Association, Smart Electric Power Alliance, Canadian Renewable Energy Association, Italian German Exhibition Company Mexico, Freeman, the Enercare Center and their officers, directors, agents and employees</li> </ul> <p><b>Deadline for submitting COI: Friday, August 28, 2026.</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>
<p><b>GENERAL SERVICE CONTRACTOR</b></p>	<p>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.</p>
<p><b>TRANSPORTATION &amp; CUSTOMS SERVICES</b></p>	<p>Freeman has been appointed the official customs and transportation provider for the 2026 ETC.</p> <p>To obtain a quote, Freeman can be reached at 877-478-1113 (exhibitors within the US and Canada) or 1-905-951-5475 (exhibitors outside of North America). You may also email at <a href="mailto:ExhibitTrans.Canada@freeman.com">ExhibitTrans.Canada@freeman.com</a>.</p>
<p><b>THE ENERCARE CENTRE ONLINE PORTAL</b></p>	<p>The Enercare Centre is the official venue for Electricity Transformation Canada 2026. All Exhibitors should place service orders via the ONLINE PORTAL found <a href="#">HERE</a></p> <p>Services to select from include Food &amp; Beverage, Parking, Internet, Booth Cleaning, Banner Hanging, Electrical &amp; Mechanical (SHOWTECH), etc.</p>
<p><b>AUDIO VISUAL</b></p>	<p>Audio Visual 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>

<p><b>OFFICIAL HOTELS</b></p>	<p>ETC2026 has partnered with the following hotels in the Toronto area to offer discounted room rates to attendees, exhibitors and sponsors until the cut-off date or while supplies last.</p> <p>Rooms can be booked directly through our official housing website (<b>Coming Soon!</b>) and will be managed through our guest reservation platform, Resiada.</p> <p>Hotel cut-off date: <b>Friday, September 25, 2026</b></p> <p>For questions, please contact <a href="mailto:housing@re-plus.com">housing@re-plus.com</a></p> <p><b>Hotel X Toronto (Headquarter Hotel)</b>  111 Princes' Blvd, Toronto, ON M6K 3C3, Canada  Nightly rate: 475 CAD plus tax</p> <p><b>Novotel Toronto Centre</b>  45 The Esplanade, Toronto, ON M5E 1W2, Canada  Nightly rate: 450 CAD plus tax</p> <p><b>Radisson Blu Toronto Downtown</b>  249 Queens Quay W, Toronto, ON M5J 2N5, Canada  Nightly rate: 432 CAD plus tax</p> <p><b>The Union Hotel</b>  60 York St, Toronto, ON M5J 1S8, Canada  Nightly rate: 409 CAD plus tax</p> <p><b>Residence Inn Toronto Downtown/Entertainment District</b>  255 Wellington Street West  Toronto. ONT. M5V 3P9  <b>Nightly Rates Coming Soon!</b></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>
<p><b>EXHIBITOR &amp; SPONSOR MARKETING TOOLKIT</b></p>	<p><b>EXHIBITOR &amp; SPONSOR 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>
<p><b>EXHIBITOR DASHBOARD AND ONLINE FLOOR PLAN</b></p>	<p>ETC2026 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 Senior Manager at <a href="mailto:pvelazco@re-plus.com">pvelazco@re-plus.com</a> or +52 818 084 2560.</p>												
<p><b>EXHIBITOR &amp; SPONSOR LEAD RETRIEVAL</b></p>	<p>MicroSpec is the service provider for all your Lead Retrieval options. <a href="#">Click Here</a> to order.</p>												
<p><b>EXHIBITOR REGISTRATION BADGE PICK UP &amp; ALLOCATION</b></p>	<p><b>Registration opens at 7am on Tuesday, October 20, 2026, and if possible, exhibitor registration will be open during setup. You'll receive:</b></p> <table border="1" data-bbox="657 541 1575 1129"> <thead> <tr> <th>Booth Size</th> <th>Allocation</th> </tr> </thead> <tbody> <tr> <td><b>10x10</b></td> <td> <ul style="list-style-type: none"> <li>• 2 Full conference passes with meal)</li> <li>• 5 Exhibitor passes expo hall,</li> <li>• 20 Expo Hall passes as attendees</li> </ul> </td> </tr> <tr> <td><b>10x20</b></td> <td> <ul style="list-style-type: none"> <li>• 4 Full conference passes with meal</li> <li>• 5 Exhibitor passes expo hall</li> <li>• 20 Expo Hall passes as attendees</li> </ul> </td> </tr> <tr> <td><b>20x20</b></td> <td> <ul style="list-style-type: none"> <li>• 6 Full conference passes with meal</li> <li>• 5 Exhibitor passes expo hall</li> <li>• 20 Expo Hall passes as attendees</li> </ul> </td> </tr> <tr> <td><b>20x30</b></td> <td> <ul style="list-style-type: none"> <li>• 8 Full conference passes with meal</li> <li>• 5 Exhibitor passes expo hall</li> <li>• 20 Expo Hall passes as attendees</li> </ul> </td> </tr> <tr> <td><b>Note</b></td> <td><i>Additional invited attendees must register as a member or non-member of CanREA</i></td> </tr> </tbody> </table> <p>To redeem your passes, you will receive an email with a link to the ETC 2026 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 Senior 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 through the Exhibitor Portal – <b>COMING SOON!</b></p>	Booth Size	Allocation	<b>10x10</b>	<ul style="list-style-type: none"> <li>• 2 Full conference passes with meal)</li> <li>• 5 Exhibitor passes expo hall,</li> <li>• 20 Expo Hall passes as attendees</li> </ul>	<b>10x20</b>	<ul style="list-style-type: none"> <li>• 4 Full conference passes with meal</li> <li>• 5 Exhibitor passes expo hall</li> <li>• 20 Expo Hall passes as attendees</li> </ul>	<b>20x20</b>	<ul style="list-style-type: none"> <li>• 6 Full conference passes with meal</li> <li>• 5 Exhibitor passes expo hall</li> <li>• 20 Expo Hall passes as attendees</li> </ul>	<b>20x30</b>	<ul style="list-style-type: none"> <li>• 8 Full conference passes with meal</li> <li>• 5 Exhibitor passes expo hall</li> <li>• 20 Expo Hall passes as attendees</li> </ul>	<b>Note</b>	<i>Additional invited attendees must register as a member or non-member of CanREA</i>
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<p><b>SUSTAINABILITY PROGRAM AT ETC2026</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 on site 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>	<p><b>Linear Booths</b></p> <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 not to obstruct sight lines of neighboring exhibitors.</li> <li>• No company logos, branding, or signage may face 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 ETC2026. 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 ETC2026 show management, the exhibitor will be asked to alter the content.</p> <p>ETC2026 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 conference badges</p>
<b>TERMS &amp; CONDITIONS</b>	<p>Please note that by participating in this event, you agree to the linked <a href="#">Terms &amp; Conditions</a></p>

## TEAR DOWN RESPONSIBILITY GUIDELINES

- Exhibitors & Sponsors are responsible for removing and securing their materials before dismantling their booth and display items.
- Any materials left behind will not be the responsibility of show management, the venue, or ANY show suppliers (i.e. Freeman).
- Any losses or damages will be at Exhibitors & Sponsors own risk.

## VENUE GEOGRAPHICAL LAYOUT

