

Enclosed is important information regarding your participation at the 2009 Toronto Everything To Do With Sex Show
PLEASE READ CAREFULLY

Enclosed is the Everything To Do With Sex Show 2009 Exhibitor Kit, which includes this Exhibitor Manual, as well as, Service & Order Forms. In this manual, you will find a checklist for service forms. It is strongly suggested that you review this list to ensure that you have ordered all necessary services and completed all mandatory order forms. We are thrilled to be working with you and very much looking forward to this year's show. Should you have any questions, please give us a call at (905) 738-8884 or Toll Free at 1-866-929-SEXY. (7399)

www.everythingtodowithsex.com

SHOW DATES & HOURS PRODUCED BY

SX Marketing Inc.
2700 Steeles Avenue West
Suite 202, L4K 3C8
Concord, ON
905)738-8884

Thurs. Nov. 19 7:00am – 11:00pm (move in)
Fri. Nov. 20 7:00am – 11:00am (move in)
Fri. Nov. 20 3:00pm – Midnight
Sat. Nov. 21 11:00am – Midnight
Sun. Nov. 22 11:00am - 6:00pm
Sun. Nov. 22 6:00pm – Midnight (move out)

SHOW LOCATION

The Direct Energy Centre
Exhibition Place
Toronto, Ontario

SHOW MANAGEMENT

Joel Levitt **President**
Nancy Levitt
Jodi Kornbloom
Mikey Singer

SHOW OFFICE

TBA

OFFICIAL SHOW SUPPLIER

GES (905) 283-0500

CLEANING SERVICES

Management attaches the utmost importance to the cleanliness of the building and the presentation of a neat appearance to visitors at all times. Exhibitors are responsible for their own appearance of their booths. Should exhibitors require janitorial services please contact Event Services at (416) 263-3073.

An order form is enclosed on our website

<http://toronto.everythingtodowithsex.com/exhibitors/forms.asp>

CUSTOM BROKERAGE SERVICE

Zaza Vili, Event Co-ordinator
The Commerce Trade Show Logistics Group Ltd
3405 American Drive, Unit 7
Mississauga, Ontario, L4V 1T6

Tel: (905) 673-5445

Fax: (905) 673-2574

Email: ZazaV@commercetradeshows.com

An order form is enclosed on our website

<http://toronto.everythingtodowithsex.com/exhibitors/forms.asp>

DECORATING/FURNITURE, RENTALS/CARPET AND LABOUR,

Furniture, carpet rental and labour service are available in advance or on-site through the Official Show Contractor:

GES Canada

5675 McLaughlin Road

Mississauga, Ontario

L5R 3K5

Phone: (905) 283-0500

Fax: (905) 283-0501

Website: www.gesexpo.ca

Order Forms for services are enclosed and on our website

<http://toronto.everythingtodowithsex.com/exhibitors/forms.asp>

ELECTRICAL SERVICES

Provided by DEC (Direct Energy Centre)

POWER TO ALL EXHIBITS WILL BE TURNED OFF NIGHTLY AFTER SHOW CLOSING AT 12:00 MIDNIGHT

Order Forms for services are enclosed and on our website

<http://toronto.everythingtodowithsex.com/exhibitors/forms.asp>

SIGNS AND DISPLAY CARDS

Signage services are available only during move-in for the convenience of exhibitors requiring signs, display cards, etc. It is advisable to order signs well in advance of the show, to avoid last minute delays and premium prices.

HANDMADE SIGNS ARE NOT PERMITTED.

Signs are available from:

GES Canada

5675 McLaughlin Road

Mississauga, Ontario

L5R 3K5

Phone: (905) 283-0500

Fax: (905) 283-0501

Website: www.gesexpo.ca

TELEPHONES

Temporary telephone service arrangements can be made with:

The Direct Energy Centre

Event Services

Exhibition Place

Toronto, Ontario

M6K 3C3

Phone: (416) 263-3073

Fax: (416) 263-3069

Order Forms for services are enclosed and on our website

<http://www.toronto.everythingtodowithsex.com/exhibitors/forms.asp>

PAYMENT OF EXHIBIT SPACE RENTAL

Full payment must be received by **September 30, 2008**. If you have any questions regarding your balance, please contact your Account Representative at **(905) 738-8884**.

MOVE-IN POLICY MAIN AND TRADE FLOOR EXHIBITS

Thursday, Nov. 19 7:00am - 11:00pm

Friday, Nov. 20 7:00am – 11:00am

Vehicles must be removed from the loading docks immediately after unloading.

All displays must be COMPLETED for inspection by Management and Exhibition Place Safety Engineers by 11:00am, Friday, November 20, 2009.

MOVE-OUT POLICY MAIN FLOOR EXHIBITS

Sunday, Nov. 22 6:00pm – Midnight

Following show closing, it is imperative that each exhibitor has a representative in their exhibit area until all portable items have been removed.

ALL GOODS MUST BE REMOVED FROM THE BUILDING BY 11:59PM, SUNDAY, Nov. 22, 2009.

No dismantling of exhibits is permitted until all visitors have been cleared off the show floor. Your vehicle will be allowed to enter the docks once your display has been dismantled. Any freight left on the floor area after 12:00am will be taken to the freight office and items will have to be picked up at Exhibitor's expense.

ALL BOOTHS MUST BE OPEN AND OPERATIONAL UNTIL SHOW CLOSING AT 6:00PM, SUNDAY, November 22, 2009 AS A COURTESY TO SHOW VISITORS. THIS POLICY WILL BE STRICTLY ENFORCED.

Dollies will be available at each receiving door and must be returned when finished.

**** Photo ID will be given to security for exchange for the dollies. Once returned, ID will be given back to the exhibitor.** With this service available, we would still like to suggest exhibitors bring their own dolly (with their name on it) to help speed up the process.

EXHIBITOR BADGES

Deadline: November 1, 2009

Exhibitor badge allocation will be provided per square footage of exhibit space purchased, four badges per 100 square feet. Badges are in the name of the contracted company only and are non-transferable.

Please refer, complete and return the enclosed badge order form or check our website <http://www.toronto.everythingtodowithsex.com/exhibitors/forms.asp>

There will be a \$15.00+GST=\$15.75 charge for each lost or additional badge ordered. For additional badges, payment must accompany the order form. Cash, cheques, or credit cards are accepted. Cheque should be made payable to SX Marketing Inc..

Exhibitor badges will be available during move-in at the Exhibitor Badge desk located at the inside entrance of the Direct Energy Centre, Hall A. Badges will be released to the exhibitor's authorized representative only, who will be required to sign for them.

Exhibitor space must be paid in full before exhibitor badges will be released for pick-up.

INSURANCE

Deadline: September 16, 2009

Exhibitors must carry insurance, as stated in the terms and conditions of your contract, and properties on display are at your own risk. Every reasonable precaution will be taken to protect such properties, however, management assumes no responsibility for any losses due to fire, theft, accident, or other causes.

Management and sponsors also assume no responsibility or liability for injury to any office, employee or agent of the exhibitor, or to any other person, occurring by reason of anything connected with the exhibitors participation in The Everything To Do With Sex Show. It is, therefore, highly recommended that exhibitors insure against such hazards. This can be arranged through your own insurance broker for a nominal fee. Exhibitors displaying saunas, hot tubs, etc. containing water agree to assume all liability for property damage to surrounding exhibits for personal injury arising from leakage of water from their display. Ontario Hydro regulations require that ground faults be used when there is an electrical/water hook up.

Exhibitor agrees to supply a certificate of insurance upon request by show management.

If you require assistance with insurance and are not already represented by an insurance broker, we recommend you contact our preferred supplier:

Wayne Wasser

Impact Insurance Brokers Inc.

Tel: (905) 660 - 6170

Fax: (905) 660 - 6175

wwasser@impactinsurance.com

COMPETITIONS/CONTESTS

Deadline: November 1, 2009

The Everything To Do With Sex Show will be strictly adhering to the guidelines for running contests and competitions as stated in the Competition Act and as follows: "Competitions and like promotions conducted by exhibitors in conjunction with their displays shall be of a clear cut nature, and free of any obligation to the winner. The award, and the terms of same, must be clearly stated on the entry/ballot form. Awards which are conditional upon placing an order, or which represent a credit to be applied as part payment of an order, are not permissible." For more information on the Competition Act please contact Industry Canada at (416) 973-5000. In addition, Show Management states that:

- All contests must have prior approval from Show Management.
- Contest rules and regulations and a ballot form must be submitted for approval not later than September 16, 2009.
- Information obtained from the ballots is to be used solely by the Exhibitor who collected the information and solely for the purpose mentioned on the ballot.
- Show Management reserves the right to terminate any contest, by removing ballots and ballot boxes from the booth, if it does not comply with the Competition Act, or with Show Management regulations.
- Show Management must be advised of the winner(s) in writing not later than 30 days after close of Contest date.

This policy is in place to protect the consumers, as well as yourselves. If you are planning a contest, please return the enclosed Competitions/Prizes/Giveaway Release Form.

EXHIBITOR PARKING

Supervised parking lots will be operated by Exhibition Place Parking Authority.

Exhibitor parking rate is \$ _____ a day and \$ _____ for a weekend pass per vehicle. Lot "G" at Exhibition Place is designated for exhibitor parking.

Please complete and return the enclosed parking order form by November 1, 2009.

Order Forms are enclosed and on our website as well,

<http://www.toronto.everythingtodowithsex.com/exhibitors/forms.asp>

HOTEL ACCOMODATION

If you book before Oct. 30, 2009, special rates will apply. Limited number of rooms reserved. On first come, first served basis.

The Official Show Hotels are:

- Sheraton Four Points
- (416) 766-4393
- Radisson Plaza Hotel Admiral Toronto-Harbourfront
- (416) 203-3333

SECURITY

Uniformed security guards will be on duty throughout move-in, show days, show nights, overnight and move-out. They are there to safeguard your interests. Please extend them your fullest cooperation and courtesy in the performance of their duties.

Exhibitors are asked to report any losses to the Show Office immediately. Security personnel will conduct an investigation.

Show Management assumes no responsibility for any losses.

RETAIL SALES AT SHOW

Exhibitors must have a valid Vendor's Permit in order to sell goods or services across the counter at The Everything To Do With Sex Show. Any consumer complaints received with regard to the sale of such goods and services shall be immediately brought to the exhibitor's attention. If complaints cannot be settled to the mutual satisfaction of all concerned, Show Management reserves the right to act as an arbitrator and their decision shall be final and binding on all parties. In no way shall any of the foregoing be deemed to make Show Management a party to any contract of the purchase and sale of any goods or services of any exhibitor.

It is necessary that every exhibitor give a "proof of purchase" or a receipt to the customers, to be shown to security when exiting the show. Exhibitors not providing a "proof of purchase" or a receipt to customers may be prohibited from further retail sales activity.

FOREIGN EXHIBITORS

All sales including credit card sales must be in "Canadian Funds" or sales will be prohibited by Show Management. The currency must be clearly stated on the Credit Card slip.

SOLICITING

Soliciting of business and distribution of samples, souvenirs, and literature, including solicitation by costumed personnel, must be confined to the exhibitor's space unless otherwise agreed to by Show Management. Soliciting is not permitted in the aisles, in other exhibitor's booths, at any building entrance/exit, or anywhere on the grounds of Exhibition Place. **Solicitation of exhibitors or visitors by non-exhibitors is strictly prohibited and will be expelled from the show.**

HELIUM BALLOONS

Helium Balloons are not permitted at the show without permission.

SOUND SYSTEMS

The use of live bands, recorded music, public address systems, etc., is not permitted on the show floor unless authorized by Show Management.

Exhibitors using microphones for demonstration purposes must contain sound within their exhibit. Management reserves the right to control sound in the event it becomes a nuisance to adjoining exhibits.

SAMPLING/SALE OF FOOD AND BEVERAGES

Free sampling of food and beverages, within an exhibitor's own booth, must conform to the regulations set forth by the facility and are only permitted with prior approval of Show Management. The necessary Authorization Form is available upon request.

If this applies, please refer, complete and return the enclosed food sampling form.

NO SMOKING BY-LAW

The Everything To Do With Sex Show is guided by the Smoke-Free Ontario Act, which prohibits smoking in any enclosed work or public area. Any offender may be fined a maximum of \$5000.

SHIPPING & RECEIVING

Crates and packages should be clearly marked as follows:

(Name of Exhibitor) (Attention of...)

(Booth Number)

The Everything To Do With Sex Show

Direct Energy Centre, Hall A

Exhibition Place, 100 Princes' Boulevard, Toronto, Ontario M6K 3C3

Note: Due to security risks, packages not properly marked will be refused. Only prepaid shipments will be accepted.

STORAGE OF SHIPPING CRATES

Show Management will provide on-site storage for empty shipping crates during the show.

Transportation service arrangements can be made with:

Lange Transportation

1730 Sismet Road

Mississauga, Ontario

L4W 1R4

Phone: (905) 629-4994

Fax: (905) 629-8018

Toll: (800) 668-5687

Order Forms for services are enclosed and on our website

<http://www.toronto.everythingtodowithsex.com/exhibitors/forms.asp>

MATERIALS & EQUIPMENT HANDLING

Labour required for moving materials and equipment, setup and dismantling of exhibits is the responsibility of the individual exhibitor. If you require forklift services please complete the DRAYAGE FORM. For all other labour inquiries including the hanging of banners or signs, please complete the INSTALLATION & DISMANTLE LABOUR ORDER FORM. These forms can be found in the GES package from our website:

<http://www.toronto.everythingtodowithsex.com/exhibitors/forms.asp>

Standard size dollies will be available at the shipping entrance. **** Photo ID will be given to security for exchange for the dollies. Once returned, ID will be given back to the exhibitor.** With this service available, we would still like to suggest exhibitors bring their own dolly (with their name on it) to help speed up the process.

TRADE UNIONS/CONSTRUCTION AT SHOW SITE

The Direct Energy Centre requires all licensees and their exhibitors to adhere to all collective agreements in place between the Direct Energy Centre, Exhibition Place and the following unions:

Labourers/Cleaners Carpenters

Electrical Plumbers

IATSE (Audio Visual) Painters

All issues relative to the amount and type of display work exhibitors can perform within the confines of their exhibit booth space must be discussed with Show Management.

Exhibitors may use their own sales staff to install pop-up or similar type displays. If you have any questions regarding Union Labour, please contact Show Management.

BUILDING'S FLOORS & WALLS

Exhibitors wishing to lay floor covering or build any structure may not adhere it directly to the building floor. The following are strictly prohibited by Building Management:

- The fastening of display materials to the concrete floors by means of fasteners and nails.
- The fastening of nailing strips to any of the building walls, by any means.
- The painting of floors or walls in any part of the building.

FIRE REGULATIONS

Decorative materials used in displays must meet the requirements of the Metropolitan Toronto Fire Department, Fire Prevention Bureau. Questions regarding flameproof properties of display materials should be referred to the Director of Fire Prevention at (416) 392-0160. The use of the following materials shall be prohibited:

- Acetate fabrics
- Styrofoam or foamcore
- Corrugated paper box board
- No-seam paper
- Paper backed foil unless glued securely to suitable backing.