



Exhibitors Kit

2017 March Classic

March 21, 2017
Grain Farmers of Ontario

London Convention Centre
300 York Street, London, ON N6B 1P8
presented by: Grain Farmers of Ontario

WHO DO I CONTACT?

Sponsorship Inquiries:

Don Carruthers
DonCar Strategic Marketing Inc.
Phone: 519-927-5234
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Email: doncar@ca.inter.net

General Information:

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Grain Farmers of Ontario
679 Southgate Drive
Guelph, ON N1G 4S2
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WHAT IS THE MARCH CLASSIC?

The March Classic is the largest grain-focused conference in Eastern Canada drawing upwards of 700 attendees from farms across Ontario, government, and industry.

Conference attendees will receive presentations from four world-class speakers, as well as updates from Grain Farmers of Ontario.

Throughout the day, the exhibit hall hosts over 60 exhibits, including large machinery, as well as special benefits like book signings and meet-and-greets with celebrities.

Those who stay for the evening banquet will enjoy continued conversations while dining and being entertained by a top-notch performer.

WHO SHOULD EXHIBIT AT THE MARCH CLASSIC?

All companies and associations related to grain farming in Ontario should consider exhibiting at the March Classic. This is a great opportunity for equipment providers, seed dealers, agricultural retailers, researchers, and association representatives to connect with a targeted group of farmers.

WHY SHOULD I EXHIBIT AT THE MARCH CLASSIC?

This high profile event draws a lot of attention. Your company will receive recognition, not only from the attendees, but also through media and word-of-mouth at numerous Grain Farmers of Ontario meetings leading up to the event.

The 2017 exhibit hall offers 16,500 sq ft of floor space. The only access doors to the conference will be within the exhibit hall which means that all conference attendees must enter, exit, and get their lunch in this hall – ensuring high traffic throughout the day. As an added feature, attendee incentives will be incorporated this year to drive traffic directly to your exhibit.



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EXHIBITOR OPPORTUNITIES

Tabletop Display

- \$600 + HST = \$678
- Table included
- 1 lunch ticket provided

Free Standing Display

- \$850 + HST = \$960.50
- 10x10 space (approximate)
- 1 lunch ticket provided
- Note: 1 free standing display complimentary with sponsorship at the Platinum level (see Sponsor Kit for more details)

EXHIBITOR INFORMATION

Floorplan

A floorplan will be developed prior to the March Classic and circulated to all exhibitors. The event organizers will assign locations with the best interest of all exhibitors in mind. Requests for location changes will be accepted and considered following the first circulation of the floorplan.

Exhibitors' Reception

A reception for all attendees will be held in the exhibit hall Tuesday evening from 4:30p.m. - 6:00p.m. prior to the banquet.

Set-up

Exhibit Hall

- The exhibit hall will be open for set-up Monday, March 20, noon - 9:00 p.m.
- Exhibitors will have access to all ballrooms for set-up on Monday.
- Exhibit hall will also be open for set-up Tuesday, March 21, 6 a.m.
- Note: Participant registration for the March Classic opens at 8 a.m. and conference speakers begin at 9 a.m. on March 21.

Loading Dock

- Street Entrance Doorway: Height: 14' 6" Width: 22'
- Loading Bays: Four (4) loading bays; all bays outfitted with Dock Levellers

Freight Elevators

- One (1) Truck Elevator: Door Height 14'
 - Interior Length 49'; Interior Width 11' 8"; Maximum Weight 43,500 lbs.
- One (1) Small Elevator: Door Height 7' 10"
 - Interior Length 5' 9"; Interior Width 8' 4"; Maximum Weight 5,000 lbs



EXHIBITOR INFORMATION

Tear-down

Exhibits can be removed Tuesday, March 21, 7 p.m. - 12 a.m. (midnight). The Loading Dock will be available after dinner service (approximately 8 p.m.).

Parking

- Garage Entrance Height: 2.13m
- Spaces: 312 spaces for cars/mini-vans
- Wheelchair Accessible Spaces: 4 permanent stalls, able to expand to 75
- Outdoor Lot Spaces: 70 regular and 2 wheelchair accessible

Elevators and Escalators

Passenger elevators are located in the southeast corner of the building and run from the underground parking garage to the second floor. Escalators are located in the main foyer and operate between the first and second floors only. Passenger elevators and escalators are not to be used for transporting freight or equipment including easels, chairs, tables etc. Freight elevators are located on the Loading Dock and consist of one truck elevator and three small elevators for transporting all freight or equipment from level to level. For Load Capacity and dimensions please contact the Catering Department.

Fire and Safety Regulations

In the event that a portion of the exhibitor's backwall is a "fire exit door", the exhibitor must leave total access to it and may not drape it, cover it or obscure it in any way. Total access must be available from aisles to exits at all times and without obstruction of any kind.

- The following materials shall be flameproof if used for display or decorative purposes: flowers, foliage paper, cardboard, or compressed paperboard less than 1/8 inch in thickness, plastic materials, split wood and bamboo fibres, styrofoam and textiles. Wallpaper is permissible if pasted securely to walls or wallboard backing.
- It is not necessary to flameproof textiles, paper or other combustible merchandise on display for sale, but the quantity used shall be limited to the displaying of one salvageable length.
- The use of an open flame is limited to certain articles of merchandise where the operation of an approved appliance of device definitely helps to promote the sales of such equipment.
- Equipment must be set-up in such a manner to comply with approved safety standards and a suitable fire extinguisher shall be proved on recommendation of the inspector. If at any time the inspector deems such equipment to be operated in a manner dangerous to public safety, he or she shall cancel the privilege of the exhibitor concerned.
- Flame shall not be used solely to attract attention.
- Flammable liquids or gases shall not be stored inside the building.
- Displays must not encroach on exit doorways.
- Boxes, crates and cartons from which merchandise has been removed, must be neatly piled in a storage area.

Insurance

Grain Farmers of Ontario is not liable for any loss or damage incurred at the March Classic. Exhibitors must have proof of comprehensive general liability insurance with a limit not less than \$2,000,000 on site. •



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2017 March Classic Exhibitor Form

Please complete the information below and forward to:
 DonCar Strategic Marketing Inc., c/o Don Carruthers
 17812 St. Andrew's Rd., Caledon, ON L7K 2C4
 Phone: 519 927 5234 Fax: 519 927-3333
 Email: doncar@ca.inter.net



Company: _____
 Mailing Address: _____

 Contact Person: _____
 Email: _____
 Phone: _____

Display	Cost	Qty	Total
<input type="checkbox"/> Tabletop Display	\$ 600	_____	_____
<input type="checkbox"/> Free Standing Display	\$ 850	_____	_____
Additional Options:			
<input type="checkbox"/> Table	\$ 18 per table (includes black tablecloth and 1 chair)	_____	_____
<input type="checkbox"/> Additional Chairs	no charge	_____	_____
<input type="checkbox"/> Electricity	\$ 65 per exhibit	_____	_____
<input type="checkbox"/> Internet	\$ 125 per line	_____	_____
<input type="checkbox"/> Additional Lunch Tickets	\$ 15 per ticket	_____	_____
<input type="checkbox"/> Additional Banquet Tickets	\$ 45 per ticket	_____	_____
		Subtotal	\$ _____
		HST	\$ _____
		Total	\$ _____



Signature of Exhibitor: _____

Date: _____

Upon receipt of this completed form, an invoice will be forwarded to you.

2017 March Classic Lunch/Banquet Registration Form

Please complete the information below and forward to:
DonCar Strategic Marketing Inc., c/o Don Carruthers
17812 St.Andrew's Rd., Caledon, ON L7K 2C4
Phone: 519 927 5234 Fax: 519 927-3333
Email: doncar@ca.inter.net



Exhibitor:

Lunch and Banquet
Name of Attendee

Lunch
\$15 per ticket

Banquet
\$45 per ticket

Total

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Subtotal \$ _____

HST \$ _____

Total \$ _____



Signature of Exhibitor: _____

Date: _____

Upon receipt of this completed form, an invoice will be forwarded to you.

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