



# ONTARIO CRAFT BREWERS CONFERENCE & Suppliers Marketplace

Wed. Oct. 25th & Thurs. Oct 26th, 2023

Tues. October 24th, 2023 - Supplier Set-up Day



## OCBC23 SUPPLIERS TERMS & CONDITIONS

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**PREPARED BY**

Ontario Craft Brewers Conference Committee

## OCBC & Suppliers Marketplace 2023 Fact Sheet:

Canada's Craft Brewing industry's top brewers, decision-makers, thought leaders, and supporters will gather in Niagara Falls for two+ days of education, networking, social events and a Suppliers Marketplace with 140+ exhibitors and delicious Ontario craft beer.

This year's OCBC Suppliers Marketplace is 54,000 square feet of exhibit space hosting supplier exhibitors at 10'x10', 10'x20', 10'x30', and 20'x20' booth spaces featuring everything from large-scale machinery to equipment demos and more!

### 2023 SUPPLIERS MARKETPLACE HIGHLIGHTS:

- Food and beverage will be open to all person(s) at the conference and will be hosted right on the trade show floor!
- There will be a dedicated demo stage directly on the trade show floor designed to facilitate supplier-sponsored sessions, workshops, or demos.
- OCBC will be utilizing the WHOVA app again this year! The app features amazing gamification options increasing attendee/supplier engagement by creating scavenger hunts and contests to encourage more traction at all booths.
- OCBC is pleased to offer COMPLIMENTARY lead retrieval and Wi-Fi for all exhibitors.
- Opportunity to choose your ideal booth space location on the trade show floor.



### MARKETPLACE BOOTH SPACE INCLUDES:

- One 6-foot skirted table (black linens) (if required; **must be ordered by October 2, 2023**);
- Two side chairs (if required; **must be ordered by October 2, 2023**);
- Complimentary entry tickets for the Ontario Craft Brewers Conference (OCBC) & Suppliers Marketplace which include meals, beverages, keynotes & sessions (ticket quantities are determined by booth size);
- Suppliers Marketplace Only tickets are also available and will include access to the trade show on both days, all food & beverage (**no sessions**);
- Complimentary lead retrieval and Wi-Fi throughout the building.

### MARKETPLACE BOOTH SPACE DOES NOT INCLUDE:

- Electrical, if required, must be booked and paid for separately through a third-party supplier.
- Carpeting/floor covers, additional furniture for your booth is not included. It must be booked and paid for separately through a third-party supplier.
- If any A/V is required, it is the responsibility of the supplier to book through a third-party supplier.
- Food and/or beverages are not permitted to be handed out at your booth unless a sampling agreement form has been filled out by the supplier and given to the conference organizer.

## WHAT CAN OCBC23 EXHIBITORS EXPECT?

- High exposure level and one-on-one networking opportunities with conference participants, particularly during meals, breaks, and post-conference reception.
- Priority registration privileges for all OCBC 2022 suppliers/exhibitors for the 2023 Suppliers Marketplace.
- Following the priority registration period, booth space will be allocated on a first-come, first-served basis.
- All food & beverages and sponsored demos in the trade show will increase traffic and visibility for all exhibitors during the two-day conference.
- Opportunity to distribute collateral material, showcase equipment demos, and secure targeted leads with key industry guests, all from your booth location.
- Name recognition as a marketplace participant during the event and on the OCBC mobile app & social media.
- Opportunity to sponsor OCBC a trade show floor seminar, workshop, or demo.
- Exclusive access to other event sponsorship opportunities at the conference, including off-site OCBC sanctioned hospitality events.
- Priority registration for the 2024 Ontario Craft Brewers Conference Suppliers Marketplace.
- An attendee list (of those who give express permission) will be available a few days prior to the conference.

## BOOTH SIZES/CONFERENCE BADGES:

- 10'x10' booth = 2 full conference badges
- 10'x20' booth = 3 full conference badges
- 10'x30' booth = 3 full conference badges
- 20'x20' booth = 4 full conference badges

(includes: trade show, keynote and conference sessions, meals, beverages)

## BOOTH RENTAL PRICING:

	<b>Early Bird Price (Until June 30)</b>	<b>Mid Price (July. 1 – Sept. 15)</b>	<b>Final Price (Sept 16 – Oct. 26)</b>
10' x 10'	\$2,000.00	\$2,200.00	\$2,600.00
10' x 20' (Less 10%)	\$3,200.00	\$3,520.00	\$4,160.00
20' x 20' (Less 15%)	\$6,000.00	\$6,600.00	\$7,800.00

\*Premium booth placement: \$100 for **each** corner of booth space or booths near a craft beer bar.

\*\*Booth price is subject to HST

Payment by cheque, Interac e-transfer or credit card with \*3% fee on all credit card transactions

## SPONSORED BEER SERVICE FROM BOOTHS:

- Must be applied for and approved by the OCBC Committee
- There will be an additional sponsorship fee to serve beer; please contact Jenny Mulkins for details
- Beer service sponsorship is only available to exhibitors taking a 10'x20' or larger booth size
- All beer must be Ontario Craft Beer unless otherwise authorized
- Beer is to be brought in under the OCBC SOP; however, the supplier is responsible for obtaining, shipping, and coordinating all beer on-site
- Any exhibitors serving beer without official authorization will be removed from the trade show

## FOOD/DRINK SERVICE FROM BOOTHS:

Any exhibitor wishing to sample food or non-alcoholic beverages at the Niagara Fall Convention Centre must complete the Food Sales and Sampling Application Form by the date specified on the application and comply with all sample size regulations

# Important Dates & Contact Info:

## SUPPLIERS MARKETPLACE HOURS:

Wed. Oct. 25th, 2023 – 10 a.m. – 6:00 p.m.

Thurs. Oct. 26th, 2023 – 10 a.m. – 5:00 p.m.

## SUPPLIER LOAD-IN TIMES:

Tues. Oct. 24th, 2023 - 9:30 a.m. - 6:30 p.m.

Wed. Oct. 25th, 2023 - 7:00 a.m. - 9:00 a.m.

## SUPPLIER LOAD-OUT TIMES:

Thurs. Oct. 26th, 2023 - 5:00 p.m. - 11:00 p.m.

## MOVE OUT DETAILS:

Thurs. Oct. 26th, 2023 - 5:00 p.m. - 11:00 p.m.

The exhibitor also agrees to remove displays and equipment from the show site by the final move-out time limit, or in the event of failure to do so, the exhibitor agrees to pay for such additional cost as may be incurred. **A \$250.00 penalty shall be imposed on any Suppliers found dismantling their booth before 5 p.m. on Thursday, October 26th, 2023.**

## SHOW SERVICES CONTACT:

Advanced shipping, additional furniture rentals, booth carpeting

Handled by STRONCO

Contact: exhibitorservices@stronco.com

Exhibitor Show Services Kit available. Please contact Jenny Mulkins.

## VENUE CONTACT / EXHIBITOR FOOD SAMPLING REQUEST FORMS

Electrical, Wi-Fi

Laura Woods, [lwoods@fallsconventions.com](mailto:lwoods@fallsconventions.com)

Exhibitor Services Coordinator, Niagara Falls Convention Centre

## OCBC SUPPLIERS MARKETPLACE EVENT CONTACT:

Jenny Mulkins

416-801-1014, [jenny.mulkins@sympatico.ca](mailto:jenny.mulkins@sympatico.ca)

## LOCATION:

Niagara Falls Convention Centre

6815 Stanely Ave

Niagara Falls, ONT

L2G 3Y9

## **PAYMENT SCHEDULE:**

Upon approval to participate, eligible suppliers will receive an electronic agreement confirming pricing, an outline of payment details, and an invoice from the OCB. Full payment is due within 30 days or on the last day before the next booth price increase. If not paid, you will be charged for the next booth price amount.

## **REFUNDS/CANCELLATION POLICY:**

Suppliers wishing to cancel their booth space commitment must do so in writing to Jenny Mulkins: [jenny.mulkins@sympatico.ca](mailto:jenny.mulkins@sympatico.ca). Cancellations made prior to July 31, 2023, are subject to forfeiture of a 25% deposit. **Cancellations made after July 31, 2023, will result in a 100% forfeiture of booth payments.**

## **ARTWORK AND DEADLINES**

In order to be featured in any on-site printed material, all artwork and booths **MUST BE** booked by September 29, 2023. Any booking after that date runs the risk of not being included.

## **SPACE ALLOCATIONS:**

Suppliers Marketplace exhibitors can identify their top two booth locations based on a floor plan that will be updated weekly by the OCBC technical committee. OCBC Technical Committee reserves the right to assign final booth placement on a first-come, first-served basis and taking competitive sensitivities into account. No on-site booth changes are permitted without the express permission of the OCBC technical committee.

\*OCBC does not guarantee exhibitors will get their top two preferred booths but will do its best to accommodate.

## **LOST CONFERENCE BADGES / TEAR DOWN FINES:**

There will be a fee of \$200 CDN to replace any lost or stolen badges. Suppliers found dismantling their booth before 5 p.m. on Thursday, October 26th, 2023 may receive a fine of \$250 CDN.

## **PHOTO RELEASE:**

Supplier grants permission to Ontario Craft Brewers, and sponsors of the event to utilize any photographs, motion pictures, videotapes, recordings and any other references or records of the Ontario Craft Brewers & Suppliers Marketplace that may depict, record or refer to supplier for any purpose.

## **SECURITY:**

Ontario Craft Brewers is not responsible to the supplier for any loss arising out of suppliers use of the Exhibit Hall including power interruptions, utility failure and “acts of God.”

In the event that OCBC Suppliers Marketplace is not held for any reason, the liability of the Ontario Craft Brewers to the supplier will be limited to reimbursement of payment received for the rental of space.

Safekeeping of suppliers’ property shall remain the responsibility of the supplier. Security and precautions will be put in place during installation and overnight, however, neither the Ontario Craft Brewers, the Niagara Falls Convention Centre or service contractors, are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes.

## **VIOLATION OF EXHIBIT SPACE:**

OCBC23 is entitled to demand the removal of exhibits which prove to be dangerous, a cause of annoyance or a violation of show booth regulations. If this demand is not complied with, the said items will be removed by the OCBC at the expense of the exhibitor. If a violation of this type occurs, the OCBC may ban the said exhibitor from participating in the next event.

## **UNAUTHORIZED BEER SERVICE FROM EXHIBITOR BOOTH:**

If an exhibitor is caught serving beer from their booth without a signed sponsor agreement, that exhibitor will be given one warning to cease and desist. If this is ignored or disputed by the exhibitor, the OCB will work with security to remove the exhibitor from the trade show floor for the duration of the conference. If a violation of this type occurs, the OCBC may ban the said exhibitor from participating in the next event.

## LIABILITY AND INSURANCE:

### INSURANCE REQUIREMENTS

The Ontario Craft Brewers Conference, as an organizer of this Exhibition (hereinafter called "Organizer") carries its Liability Insurance and ALL Vendors (hereinafter called "Exhibitor") are responsible for their own Property & Liability Insurance at their own expense throughout the exhibition period commencing on the First Move-In date (Tuesday, October 24th, 2023) until the Last Move-Out date (Thursday, October 26th, 2023).

The Exhibitor also agrees to and confirms the following requirements:

1. Commercial General Liability Policy with a minimum of \$2,000,000 (per occurrence & aggregate) is extended to include Personal/Bodily Injury, Contractual Liability, Non-Owned Automobile Liability, Owner's & Contractor's Protective Coverage, Products-Completed Operations, Personal and Advertising Injury Liability, Contingent Employers Liability, Cross Liability and Severability of Interest.
2. The Commercial Insurance Policy of Exhibitor insures the exhibitor against all claims, demands, actions or proceedings for sums of money, damages, costs, penalties and losses and all liabilities which may be imposed by law for loss of life, including personal and advertising injury, or damage to or loss of property arising from or in any way connected with the exhibitor's presence or operations at the show.
3. Named Insured (Exhibitor) and his/her Insurer must declare deductible limits for each type of coverage applicable. All claims arising out of the operations which fall within the deductible limits are the sole responsibility of the Named Insured "Exhibitor".
4. Ontario Craft Brewers Association (The Organizer) and (Venue owner Niagara Falls Convention Centre, 6815 Stanley Ave, Niagara Falls, Ontario, L2G 3Y9) are added as an additional insureds under the Commercial General Liability Policy but only with respect to the liability arising out of the aforementioned operations of the Named Insured (Exhibitor).
5. Should any of the described policies or part thereof be canceled or materially changed, the Insurer of the Named Insured "Exhibitor" must provide thirty (30) days written notice.
6. Protection under the General Liability Policy of the Named Insured "Exhibitor" shall apply as primary insurance and not excess to any other insurance available to any of the Additional Insured(s) identified above.
7. Valid Insurance Certificate must be submitted a minimum of 7 business days prior to First Move-In Date: October 24th, 2023.