



Guelph Organic Trade Show 2024 Exhibitor Guide

January 26th & 27th, 2024 at the University of Guelph, UC Building

Welcome to the Guelph Organic Trade Show!

We're thrilled to have you on board as an Exhibitor at the longest-running Organic event in Canada. Below, you'll find information on all things GOC.

Show Hours

- Dates: Friday, January 26th, 2024 9:00am-5:00pm and, Saturday, January 27th, 2024 from 9:00am-4:30pm
- Engage with potential clients and fellow exhibitors alike.

Set-Up & Vendor Load-In

Set-Up Times: Limited setup is available after 7:30pm on Thursday, January 25th, 2024 on the Main Level by pre-arrangement with the Organizing team. Please note, there is no advanced setup time available for Peter Clark Hall, the lower level. We will offer exhibit

storage in the Registration room located in UC 103, Thursday evening, January 25th, 2024. This free storage will be available between 7:30 pm and 9:30 pm Thursday night. Guelph U.C. access for exhibitors begins at 6:00am - our staff will be there to greet you.

Exhibitor Guidelines

Exhibitors Breaking Down Booths Early: Leave your booth up until 4:30 pm on Sat., Jan. 27. Exhibitors dismantling before 4:30 pm will be cited.

Electricity: Do not alter the electrical hook-up laid down by Little Electric. Power bars and extension cords cannot be combined, as per the fire marshal.

Sub-Letting Your Booth Space: You may not bring in other companies or groups not previously declared to the Organizing team.

Exhibitors Intending to sample food and beverage: Please see the [SAMPLING FORM](#): You must follow the procedures listed in the form.

2024 Trade Show Refunds and Booth Cancellations:

By written notice only. Refunds are available on or before Dec. 31, at a cost of 30% of the registration fee. As of Jan. 1, 2024, cash refunds cannot be offered.

Privacy, Show Photography In Public Space

Privacy & Permission To Print: We reserve the right to publish exhibitor names, addresses, contact names, phone #, E-Mail and Web addresses plus other data in our Proceedings and at our Web Site (www.guelphorganicconf.ca). To opt out, notify the show manager in writing. Show photographers will be wandering the Trade Show,

photographing the event. If you do not want your trade photo used, please explicitly inform the show photographer.

Trade Show Tables, Configurations/Layouts, Set-Ups, Equipment

Guelph Organic Trade Show Table Space: *your Main Level or Basement Level exhibitor fee pays for one space 7 ft. x 7 ft. (Fire Marshal instructions.) Note: Includes one 6-ft. x 30-inch table only + 2 chairs + 1 red table-cloth + back-draping. Please bring only banners, S-Hooks, hangers, stands, seed racks or any specific materials which can fit into this available space.

Trade Show Table Configurations - Important Note: the Guelph Organic Conference Committee shall not be held responsible for alterations to advertised Trade Show table space made by University authorities or Fire Prevention, beyond our reasonable control. The University Centre is a continually evolving building (upgrades/repairs) with retail shops, bus ticket wickets, TV screens, vendors in flux. If your assigned table space gets altered after you reserve/pay for it, we'll try to equitably provide you an equal space within those available, or to refund you the difference if your table is re-located to a lower-cost area or scaled-back for unpredictable reasons.

Electricity: Electricity is in limited supply in the University Centre (U.C.) The electrical contractor supplies you with one plug. You must supply: an extension cord OR power bar [not both!] for your electrical needs/demands and you must declare this equipment in full to the organizers. Bring at least a 30-ft. extension cord or one which is adequate for your

electrical needs. You may plug in multiple items but they must total less than 750 watts. Our On-Site Electrician will be available to assist with setup up both Friday night and Saturday pre show and to advise you on your equipment if it is non-compliant.

On the Main Level , electricity is unavailable at certain tables in the centre island of the Trade Show for safety reasons.

Ask the Trade Show Manager in advance about other locations where you can charge an iPad, battery, etc., or consider bringing a portable charger to meet your electricity needs.

Equipment: by booking table space and paying your fee, you certify that all equipment, machinery, lighting, devices, technology, demonstration units, etc. used in your exhibit meets all safety standards and has not been modified in an illegal manner.

Badges, Staff Identification, Show Admittance, Parking

Admission and Identification Badges: Each registration fee includes **two** free exhibitor badges to the Friday & Saturday Conference workshops.

Materials Drop-Off, Parking Regulations and Impoundment: For Friday morning set-up, the University will tow vehicles parked in fire routes or found to be abusing a reasonable unloading time to ensure all exhibitors are able to access the facility, and to avoid inconveniencing others using the campus. We request that you complete unloading in roughly 20 minutes, after which you must move your vehicle to designated free parking lots available. Volunteers in orange vests will be directing you during setup time. After unloading your goods, our volunteers will assist you by securing them while you park and help deliver them to your booth.

Security Of Exhibits, Sales Of Products

Security: We advise you to staff and monitor your exhibit at all times as our security will not be able to monitor every exhibit during the actual Conference hours. For MAIN LEVEL/DAILY GRIND ONLY, overnight security will be provided by our in-house security patrol as of 9:00 pm Friday night through 6:00 am Saturday morning. Please pre-arrange and pre-discuss any and all special/pertinent security concerns with our orange-vested staff who will be happy to monitor your booth for specific products or materials. Please secure or remove all valuables overnight to your hotel room.

Declaration and Sales Reminder: any food products to be cooked, sold, tasted, brewed, distributed, sampled, demo'ed or handed out must be declared on your Food Sampling Request Form. You may not substitute foods beyond your original declaration, without notifying the Organizing Committee. Vendors with non-food products you may sell books, calendars, memberships, videos, fashions or other items relevant to your business without advanced approval.

Attendee Profile & What to Expect

Attendance: the Canadian organic marketing sector is diverse - made up of all of the following: the production & processing side, the marketing side, the regulatory side. the research & development side and the consumer/retail side. You may encounter Trade Show attendees who represent all of these distinct streams & categories:

- Certified organic growers
- Transitional organic growers
- Co-operative marketers
- Organic and natural retailers
- Organic processors
- Consultants
- Commercial market gardeners

- Backyard organic gardeners
- Supermarket buyers
- Foodservice buyers
- Web marketers
- Organic product consumers
- Students
- Farm technology sellers
- Mainstream and organic media
- University teaching professionals
- Organic trade groups

Guest traffic will often start up for the Friday Trade Show (January 26th) surprisingly early (8:00am U.C. Main Level, or 8:30am Peter Clark Hall Basement). We recommend vendors set up no later than 8:30am to capture the early workshop-going crowd. Saturday guests tend to arrive by 8:45-9:30am. In addition to the large crowd of workshop guests and exhibitor/booth staff, there's a robust contingent of local guests and browsers attending the free Trade Show. We expect to welcome around 2000 guests over the Conference.

Thank you for taking part in the 2024 Organic Trade Show, we look forward to seeing you at the Conference!