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## CANADA Pavilion Display Standards & Rules

### CANADA FOOD PAVILION DISPLAY STANDARDS & RULES

#### All Exhibitors

CPMA-endorsed Canada Pavilions have a "Good Neighbor Policy" necessitating that Exhibitor's activities must be kept within the confines of the Exhibitor's own booth space. Any activity, including sound or distribution of literature, samples, or other material beyond the confines of Exhibitor's rented booth space, or any other noise or disturbance must be discontinued in the event that a valid complaint is filed. No signs, display items, or decorative material may protrude into aisles or extend into neighboring booths, and all aisles, passageways, lobbies or exits leading to a fire extinguisher must be left unobstructed.

Exhibitor must obtain written permission by December 20th, 2009, for display material and décor exceeding a height of 250 cm. Displays, graphics, or decorative material may appear only on the inside walls of Exhibitor's booth and the outside must be devoid of décor or graphics of any kind. Exhibitor with custom booths must finish the outside walls of their booths. If neglected, B-FOR may have the outside of the booth finished at Exhibitor's expense.

No signs, displays, or decorative items may be placed on the CANADA Pavilion decorated booth dividers, counters, or overhead signs except for copy, logotypes, or graphics provided by B-FOR.

Any display or graphics deemed unprofessional in appearance or offensive, at the sole discretion of B-FOR, will not be permitted.

Exhibitor is responsible for obtaining necessary licenses and permits to use music, photography, video, or other copyrighted material.

Exhibitor with its own contractor (EAC) for booth construction within the CANADA Pavilion must submit specifications, including floor plan and renderings, by December 20th, 2009. If Exhibitor fails to comply, B-FOR may require or make necessary on-site modifications to Exhibitor's booth at Exhibitor's expense. All booth construction and preparations must be completed by 6:00 PM the night before opening day of Event, or B-FOR may make provisions to complete construction and/or preparation at Exhibitor's expense. Exhibitor may not dismantle, remove or pack exhibits or displays prior to official closing of Event, and must keep a fully furnished and entire Event. If Exhibitor fails to comply, B-FOR staffed booth during all opening hours throughout the

may make provisions to furnish and staff Exhibitor's booth at Exhibitor's expense.

#### SpaceOnly Exhibitors

- Exhibitors who appoint their own contractor (EAC) for stand construction within the CANADA Pavilion must submit booth specifications, including a floor plan and renderings, to B-FOR International for approval at least 45 days before the opening of the Event. If the Exhibitor fails to comply, B-FOR International has the right to require or make necessary on-site modifications to the Exhibitor's booth at the Exhibitor's expense.
- Exhibitors with custom booths must finish all outside back and side walls of their booths in order to ensure the quality of the overall appearance of the Pavilion. If neglected, B-FOR International has the right to have the outside of the booth finished at the Exhibitor's expense.

#### Turnkey Booth Exhibitors

- Displays, graphics, or decorative material may appear only on the inside of side and back walls of the booth. The outside of the walls must be devoid of all copy, logos, or other décor or graphics of any kind.
  - No signs, display items, or decorative material may protrude into the aisles or extend into neighboring booths.
  - No signs, displays, or decorative items may be fixed to the booth dividers.
  - No signs, displays, or decorative items may be fixed to the booth counters.
  - No signs, displays, or decorative items may be fixed to the booth overhead signs, except for standard copy, logotypes, or graphics provided by B-FOR International.
  - No signs, displays, or decorative items may be fixed directly to the on the booth side and back walls, except for banners, standard graphics, or display panels provided by B-FOR International.
- Exhibitors who wish to prepare and provide their own signs, displays, graphics, or décor must notify B-FOR International at least 45 days before the opening of the Event, so necessary arrangements can be made.

*B-FOR International has the right to charge Exhibitor for any damage to the booth caused by Exhibitor.*