

# EXHIBITOR MANUAL - March 16 - 19, 2024

## TORONTO SPORTSMEN'S SHOW

### General Information

#### SHOW LOCATION

International Centre - [Google Map](#)

6900 Airport Rd

Mississauga, ON, L4V 1E8

Telephone: (905) 677-6131 • Toll Free: 800-567-1199

Email: [info@internationalcentre.com](mailto:info@internationalcentre.com) • [www.internationalcentre.com](http://www.internationalcentre.com)

#### DIRECT TO SHOW shipment

Tuesday March 12<sup>th</sup>, 2024, 9am to 5pm

All deliveries must be cosigned in the following manner:

#### Shipping Address:

Exhibitor Company Name

Exhibit Contact Person

Booth #

Toronto Sportsmen's Show

C/O The International Centre

6900 Airport Rd.

Mississauga, ON

L4V 1E8

#### ADVANCE WAREHOUSE SHIPMENT

Accepted 30 days prior (fees applicable)  
must be addressed as follows:

#### Toronto Sportsmen's Show

Exhibiting Company's Name

Exhibit Contact Person

Booth #

Large Transportation

500 Carlingview Drive

Toronto ON M9W 5R3

Brittany Metcalfe

#### EXHIBIT SHOW SCHEDULE

##### Exhibitor Move-In \*

Tuesday, March 12

(BY APPOINTMENT ONLY) 8:00 am – 6:00 pm

Wednesday, March 13

(GENERAL EXHIBITOR MOVE IN) 8:00 am – 8:00 pm

##### Show Dates & Times

Thursday, March 14

10:00 am - 7:00 pm

Friday, March 15

10:00 am - 7:00 pm

Saturday, March 16

9:00 am - 7:00 pm

Sunday, March 17

10:00 am - 5:00 pm

##### Exhibitor Move-Out \*

Sunday, March 17

5:00 pm - 10:00 pm

Monday, March 18

8:00 am – 12:00 pm Noon

\* Please see MOVE-IN / MOVE-OUT document for important details

#### SHOW MANAGEMENT PERSONNEL

Mike Blakoe, Show Manager

[mblakoe@mpltd.ca](mailto:mblakoe@mpltd.ca)

Moira Nordqvist, Senior Manager, Marketing & Operations

[mnordqvist@mpltd.ca](mailto:mnordqvist@mpltd.ca)

# TORONTO SPORTSMEN'S SHOW

## SHOW PRODUCER

### Master Promotions Ltd.

PO Box 565 • Saint John, NB • E2L 3Z8

Toll Free: 1-888-454-7469 • Phone: (506) 658-0018 • Fax: (506) 658-0750

E-mail: [info@mpltd.ca](mailto:info@mpltd.ca) • Website: [www.mpltd.ca](http://www.mpltd.ca)

Master Promotions Ltd. show personnel will maintain a show office and show personnel will be available on the floor during move-in, all show hours and move-out.

## WIRELESS INTERNET SERVICE

The International Centre is pleased to offer complimentary Wi-Fi in key areas. Please view the International Centre WI-Fi Zones map to locate these areas.

The name of the hotspot is **HOTSPOT-TheInternationalCentre** and no password is required, only accepting the terms and conditions of use.

This service is NOT recommended for financial transactions and it is also not supported by the telecom department. For WIFI activities requiring greater speeds and reliability, please contact the TELECOMMUNICATIONS PROVIDER, Encore.

## EXHIBITOR BADGES

### Option 1

ONLINE Badge Registration click [HERE](#)

## EXHIBITOR'S ADVERTISING LITERATURE AND PRODUCT BROCHURES

All exhibitors will be permitted to hand out brochures if they wish to do so. However, all advertising circulars must be distributed from booths only and must not be placed or distributed outside your assigned site boundaries. Materials are not permitted to be distributed from event parking/registration areas. Only materials pertaining to the Official exhibitor may be exhibited.

## SECURITY

Exhibitors are required to maintain staff within their booth during all show hours. To minimize the risk of theft, we suggest you keep your booth staffed until the aisles have been cleared of all attendees at the end of show days.

Exhibitors are reminded that Show Management does not assume any responsibility for losses; therefore, exhibitors should take all reasonable precautions to protect their own property, including insurance. Security guards will be on 24-hour duty from the start of move-in until the end of move-out.

Show Management is not responsible for the loss of any item from an exhibitor's booth, nor is the facility.