



# DEFSEC West 2026

CALGARY TELUS CONVENTION CENTRE :: CALGARY, ALBERTA, CANADA :: MARCH 24 - 26, 2026

## 2026 SHOW MANUAL

Revised January 29, 2026

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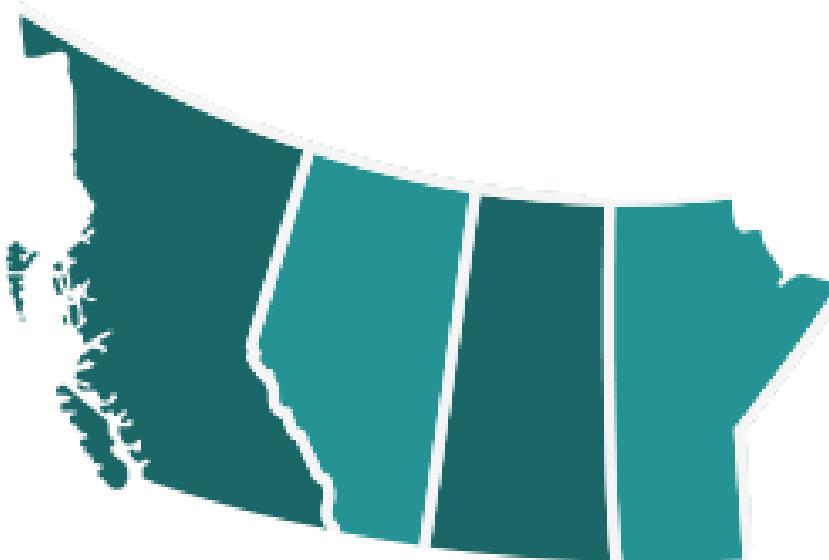
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## ABOUT US :: The Event



Creating **DEFSEC West** is Ingram Ridge Consulting's recognition of an opportunity in Western Canada to gather defence industry primes and SMEs for effective partnership exploration. Maximizing Canadian content in the supply chains of the procurements underway and to come, requires **networking in a welcoming and productive environment**. DEFSEC West will provide those opportunities.

DEFSEC Atlantic (and its predecessors) have **built a stellar reputation as an effective event** in the Canadian defence industry since the mid-1990s. The formula is a carefully crafted balance of listening to participants, leading when needed and responding to the signals from government and industry in each year's event design. That formula, **brought to Western Canada**, will create opportunity for the innovation and quality of Canadian Small and Medium Enterprises (SMEs) to be discovered and grow in the dynamic and expanding Canadian defence supply chain environment.

The **DEFSEC moniker conveys success**. For 20 years, as the second largest event of its type in the country, the **team has delivered for its attendees**. The growth, importance and reach of the event means DEFSEC has qualities to be admired.

The **NSIASA has entrusted the name to Ingram Ridge Consulting** – trusting that DEFSEC West will deliver that same quality to Western Canada.

## ABOUT US :: The Team



### Ingram Ridge Consulting

**Ingram Ridge Consulting (IRC)** is an event management company specializing in Aviation, Defence and Aerospace. Primarily conducting the **two events** of the Nova Scotia International Air Show Association (NSIASA), Air Show Atlantic and DEFSEC Atlantic, since 2009. The small management team has extensive experience and is **well-respected** in its areas of operation.

Using the attributes of innovation, agility & persistence, and respect for the traditions of its clients, IRC has navigated challenges and grown its events. With carefully nurtured relationships with suppliers, sponsors, volunteers and customers, IRC delivers effective and sustainable shows that have positive impact in the communities they serve.

# ABOUT US :: Contact Us

For any inquiries regarding the exhibition, sponsorship, volunteers, or other inquiries, please contact:

**Colin Stephenson**  
*Executive Director*  
**E-Mail:** colin@defsecwest.ca  
**Phone:** (403) 463-5054

For any inquiries related to billings, technologies, registration, passes, contracts, or service providers, please contact:

**John Benson**  
*Deputy Director*  
**E-Mail:** john@defsecwest.ca  
**Phone:** (902) 237-9805

For any inquiries related to social media, marketing coordination, or media & public relations, please contact:

**Tim Stephenson**  
*Brand & Marketing Director*  
**E-Mail:** tim@defsecwest.ca  
**Phone:** (902) 818-9735

The mailing & billing address of Ingram Ridge Consulting is:

**Ingram Ridge Consulting**  
166 Ingram Drive  
Fall River, Nova Scotia, CANADA  
B2T 1A4

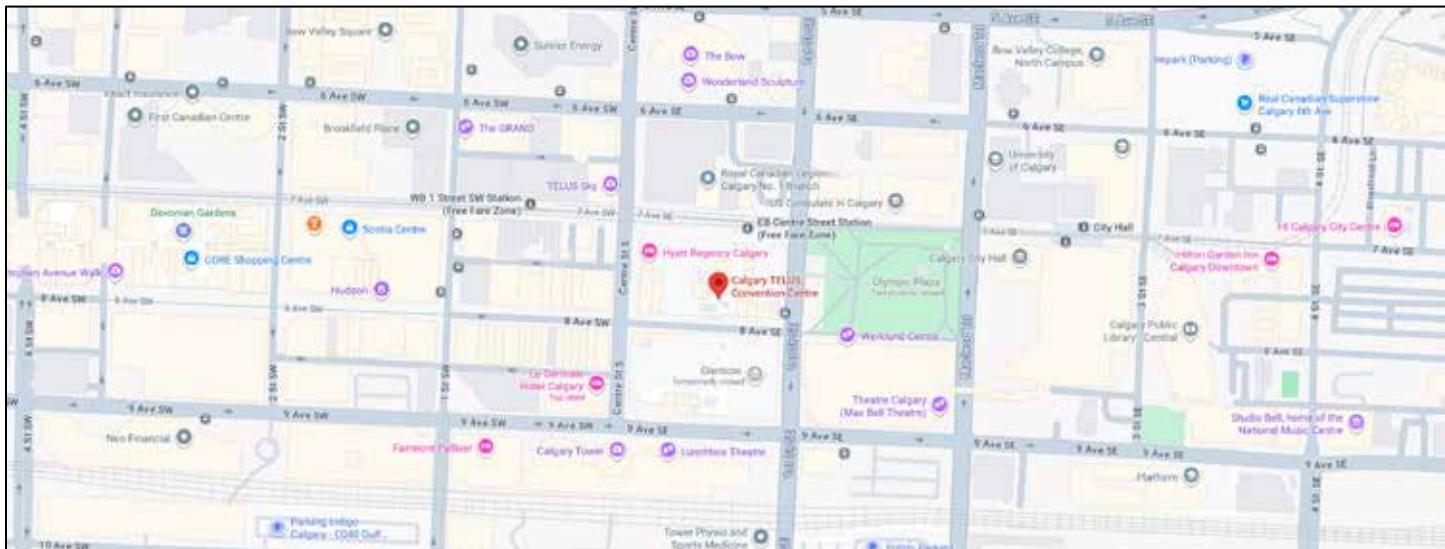
The civic address (for "advance" deliveries, Feb 20 to Mar 16) at the Global Convention Services warehouse in Calgary is:  
(a pre-formatted address label can be found on *Page 63 of this manual*)

**Global Convention Services**  
6693 30<sup>th</sup> Street SE  
Calgary, Alberta, CANADA  
T2C 1N6

The civic address (for "week of" deliveries, Mar 18 to 24) at the Calgary TELUS Convention Centre is:  
(a pre-formatted address label can be found on *Page 64 of this manual*)

**Global Convention Services**  
c/o Calgary TELUS Convention Centre  
North Loading Dock  
705 – 1<sup>st</sup> Street SE  
Calgary, Alberta, CANADA  
T2G 2G9

# TRAVELLING :: Travel Information for those Driving



**Follow the driving directions below to access the Calgary Parking Authority parkade located underground at the CTCC:**  
<https://www.calgaryparking.com/find-parking/lots/convention-centre-parkade-lot-60.html>

## From Calgary International Airport

1. Exit terminal to Barlow Trail (turn left at lights)
2. Turn left at lights onto Airport Trail
3. Follow to Deerfoot Trail south to Memorial Drive west
4. Memorial Drive west to 4th Avenue (City Center)
5. 4th Avenue to 1st Street SE
6. Left onto 1st Street SE
7. Follow 1st Street SE to 7th Avenue (C-Train tracks)
8. Cross over 7th Avenue (C-Train tracks)
9. 2nd right driveway is underground parkade (green "P" sign)

## From Northeast Calgary

1. Deerfoot Trail south to Memorial Drive west
2. Memorial Drive west to 4th Avenue (City Center)
3. 4th Avenue to 1st Street SE
4. Left onto 1st Street SE
5. Follow 1st Street SE to 7th Avenue (C-Train tracks)
6. Cross over 7th Avenue (C-Train tracks)
7. 2nd right driveway is underground parkade (green "P" sign)

## From Northwest Calgary

1. Crowchild Trail south to 9th Avenue
2. 9th Avenue to Macleod Trail SE
3. Macleod Trail SE to 6th Avenue
4. Turn left onto 6th Avenue (stay in left lane)
5. Follow 6th Avenue west, to first set of lights (1st Street SE)
6. Turn left onto 1st Street SE, follow south
7. Cross over 7th Avenue (C-Train tracks)
8. 2nd right driveway is underground parkade (green "P" sign)

## From Macleod Trail SE/SW

1. Follow Macleod Trail travelling north to 6th Avenue SE
2. Turn left onto 6th Avenue SE (stay in left lane)
3. At next lights, turn left onto 1st Street SE
4. Follow 1st Street SE to 7th Avenue (C-Train tracks)
5. Cross over 7th Avenue (C-Train tracks)
6. 2nd right driveway is underground parkade (green "P" sign)

## From Deerfoot Trail SE

1. Deerfoot Trail travel north to Memorial Drive west
2. Memorial Drive west to 4th Avenue (City Center)
3. 4th Avenue to 1st Street SE
4. At next lights, turn left onto 1st Street SE
5. Follow 1st Street SE to 7th Avenue (C-Train tracks)
6. Cross over 7th Avenue (C-Train tracks)
7. 2nd right driveway is underground parkade (green "P" sign)

## Other parkades located near the CTCC include:

### City Hall Parkade

<https://www.calgaryparking.com/find-parking/lots/city-hall-parkade-lot-36.html>

### Arts Common Parkade

<https://www.calgaryparking.com/find-parking/lots/arts-commons-lot-24.html>

### City Centre Parkade

<https://www.calgaryparking.com/find-parking/lots/city-centre-parkade-lot-25.html>

# TRAVELLING :: Travel Information for those Flying



Several airlines travelling from across the globe service the Calgary International Airport (YYC), which are as follows:

- Air Canada
- Air North
- Air Transat
- Alaska Airlines
- American Airlines
- Central Mountain Air
- Delta
- Edelweiss
- Discover Airlines
- Flair Airlines
- KLM
- Porter Airlines
- Sunwing Vacations
- United Airlines
- WestJet



For information about flying into YYC, visit:

<https://www.yyc.com/en-us/flights>

For helpful links and numbers, visit:

<https://www.yyc.com/en-us/flights/useful-links>

For information about travelling from the airport into Calgary:

<https://www.yyc.com/en-us/transportation>

# TRAVELLING :: International Delegates

For those travelling internationally to attend DEFSEC West:

- For entry rules travelling into Canada...

<https://www.canada.ca/en/immigration-refugees-citizenship/services/visit-canada/eta.html>

- If you are flying into **Calgary International Airport (YYC)**...

You can streamline your arrival process with key customs and immigration information at Calgary International Airport (YYC). After arriving at YYC, you will need to be processed through Canada Customs before being granted entry into Canada. If you are a NEXUS account holder, expedited processes are outlined for you below.

To speed up your customs processing, download the [ArriveCan App](#) and save time at the border.

Follow the steps outlined below to make this process as seamless and simple as possible:

1. Please enter the correct queue according to your final destination:

§ If Calgary is your final destination, please follow the signs for "Baggage/Exit".

2. Proceed to the first check point ("Primary Inspection").

§ YYC offers Primary Inspection kiosks to help guests expedite their entry into Canada and assist the Canada Border Service Agency (CBSA) officers in verifying customs and travel documentation more efficiently.

§ New NEXUS kiosks have arrived with faster processing and all accessible kiosks. NEXUS members will need to scan their passport at the kiosk upon first use to upload their photo. Then tap their NEXUS card. *If you require assistance at any point during this process, please see one of our friendly Customer Care Ambassadors stationed throughout the Canada Customs area.*

3. After passing the CBSA customs inspection, follow the signs to the baggage carousels, oversize baggage (if required) or see a Customer Care Ambassador if connecting to another Canadian destination.

- As well, if you are travelling from a country that requires a travel visa to enter Canada...

Please contact us as soon as possible by e-mail at [registration@defsecwest.ca](mailto:registration@defsecwest.ca) in order to request a confirmation letter for our event to send to IRCC (Immigration, Refugees and Citizenship Canada). The Canadian Government's processing time for travel visa applications can vary and you are encouraged to apply as early as possible.

# TRAVELLING :: Partner Hotels

We have negotiated special rates with two of the hotels connected directly to the Calgary TELUS Convention Centre.

**It is important to note that we expect both room blocks to fill quickly – so BOOK NOW!**

Our official partner hotels for DEFSEC West 2026 are:

## Hyatt Regency Calgary

700 Centre Street SE, Calgary, AB, Canada T2G 5P6

<https://www.hyatt.com/hyatt-regency/calrc-hyatt-regency-calgary>



Tucked in the heart of downtown with **direct access to the Calgary TELUS Convention Centre**, Hyatt Regency Calgary feels more like a stylish city residence than a hotel. Enjoy the city's largest standard rooms, recharge with filtered in-room water, or unwind at the only full-service spa downtown. With sweeping views from the pool, the exclusive Regency Club Lounge, and easy access to top attractions and C-Train, **this is your go-to Calgary stay** – whether you're here for big meetings or well-earned downtime.

**Preferred Hotel Partner exclusive group rate starting at \$249.00/night**

*Please Note: Rates are subject to 5% GST, 4% Alberta Tourism Levy and 6% Calgary Destination Marketing Fee.*

*All rates are quoted in Canadian funds and as single or double occupancy.*

*Rate will be available until February 25, 2026.*

To book your room, visit the following reservation link:

<https://www.hyatt.com/events/en-US/group-booking/CALRC/G-DEFW>

Or you can contact the Reservation Agent to reserve your room at:

Direct Phone: +1 (403) 717-1234

Toll-Free: +1 (888) 421-1442

E-Mail: [salescalrc@hyatt.com](mailto:salescalrc@hyatt.com)

Ensure you provide the Group Code "G-DEFW" to the Front Desk Agent upon booking to reserve this special group rate!

**On February 25, 2026, a non-refundable deposit equals to the first night's stay plus applicable taxes and fees will be charged to the credit card provided for each confirmed room.** The deposit is non-refundable and will be forfeited if the reservation is cancelled after February 25.

## Calgary Marriott Downtown Hotel

110 9th Avenue SE, Calgary, AB, Canada T2G 5A6

<https://www.marriott.com/en-us/hotels/yycdt-calgary-marriott-downtown-hotel/>



The hotel in Calgary, Alberta, **offers a prime location** to explore the city's top attractions. Just steps from the Calgary Tower, historic Stephen Avenue, CORE Shopping Centre, STUDIO BELL, and the **Calgary TELUS Convention Centre (CTCC)**, **to which the hotel is internally connected**, you'll find plenty to discover. Take a scenic walk along the Bow River Pathway or visit the Confluence Historic Site & Parkland, where the Bow and Elbow rivers meet. For entertainment, enjoy performances at Arts Commons or visit the BMO Centre at Stampede Park for events and exhibitions year-round. At Calgary Marriott Downtown, **we combine comfort and convenience** with easy access to the heart of the city.

**Preferred Hotel Partner exclusive group rate starting at \$239.00/night**

*Please Note: Rates are subject to 5% GST, 4% Alberta Tourism Levy and 6% Calgary Destination Marketing Fee.*

*All rates are quoted in Canadian funds and as single or double occupancy.*

*Rate will be available until February 23, 2026.*

To book your room, visit the following reservation link:

<https://app.marriott.com/reslink?id=1764791044845&key=GRP&app=reslink>

Or you can contact the Reservation Agent to reserve your room at:

Direct Phone: +1 (403) 266-7331

Toll-Free: +1 (800) 228-9290

Mention the "DEFSEC West" group block to the Front Desk Agent upon booking to reserve this special group rate!

**All reservations must be accompanied by a first night room deposit or guaranteed with a major credit card.** Guest rooms may be cancelled up to 72 hours local time prior to arrival with no penalty. Cancellations received after this time will be subject to one night's room & tax, applied to the credit card used to guarantee the reservation.

## THE VENUE :: Calgary TELUS Convention Centre



Imagine an events venue fully connected to everything you need, with easy access to it all – no matter the weather outside. A place where the colours and community of downtown Calgary come together, and your event planning ideas are molded into perfection by a dedicated team of experts. Whether you're a long-time planner in need of a corporate event space or a patron attending your first event, you'll never have the same experience twice at the CTCC.

The Calgary TELUS Convention Centre (CTCC) is a convention centre in Calgary, Alberta, Canada. Opened in 1974 as the Calgary Convention Centre, it is operated by the Calgary Convention Centre Authority on behalf of the City of Calgary.

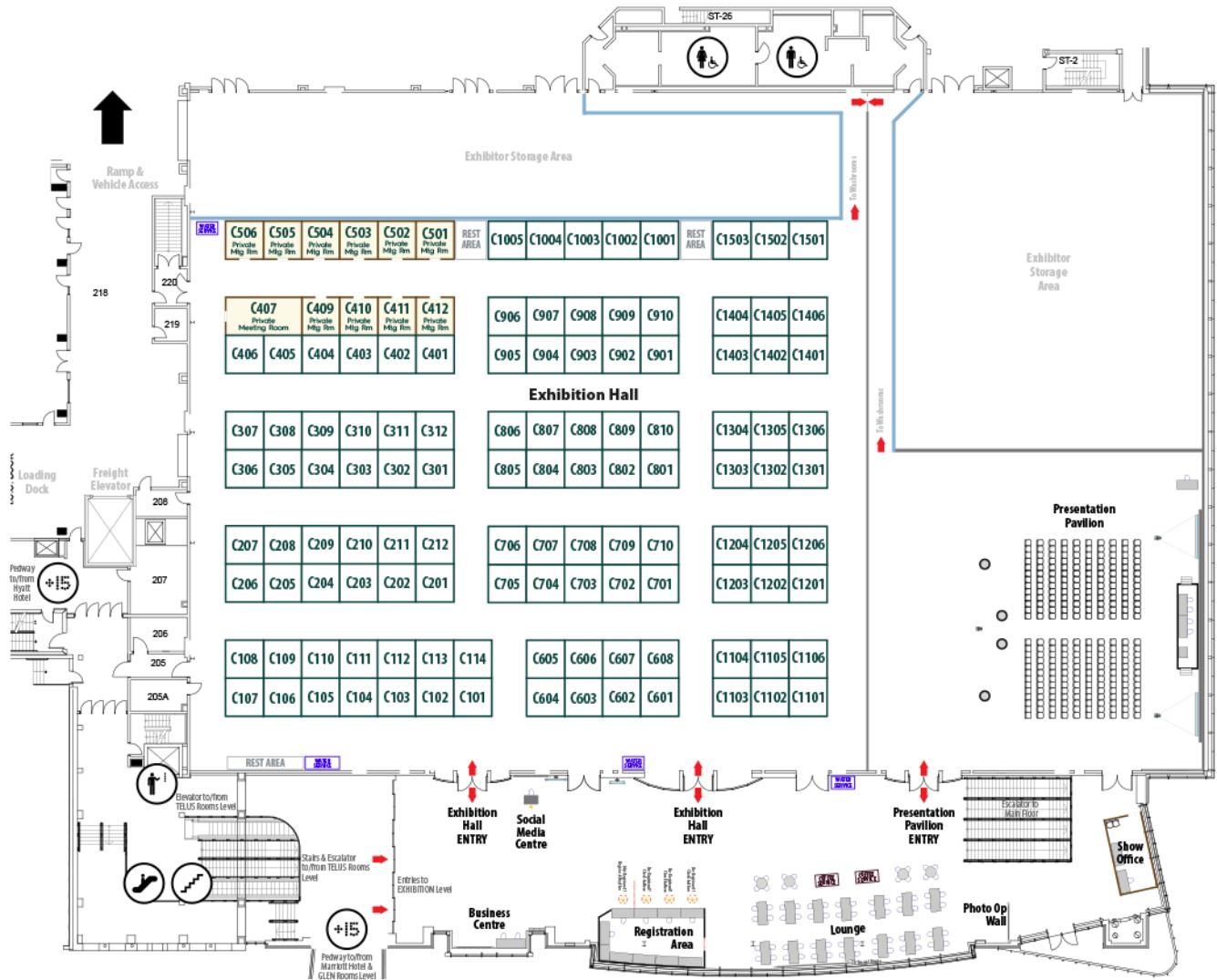
In December 1996, the facility was renamed as the Calgary TELUS Convention Centre due to a naming rights agreement with TELUS. In 2000, it was expanded with the addition of the north building.

The main level of the north building has seven meeting rooms adjacent to a large pre-function area and two meeting rooms with a semi-private pre-function area. The upper level contains the exhibit hall. The north building is the half of the venue where DEFSEC West will be taking place.

The lower level of the south building houses Macleod Hall, four meeting rooms and a large pre-function area. The Ideation Centre, consisting of four meeting rooms with a pre-function area, occupies the main floor, while the upper level houses nine meeting rooms.

## THE VENUE :: Exhibition Hall LEVEL

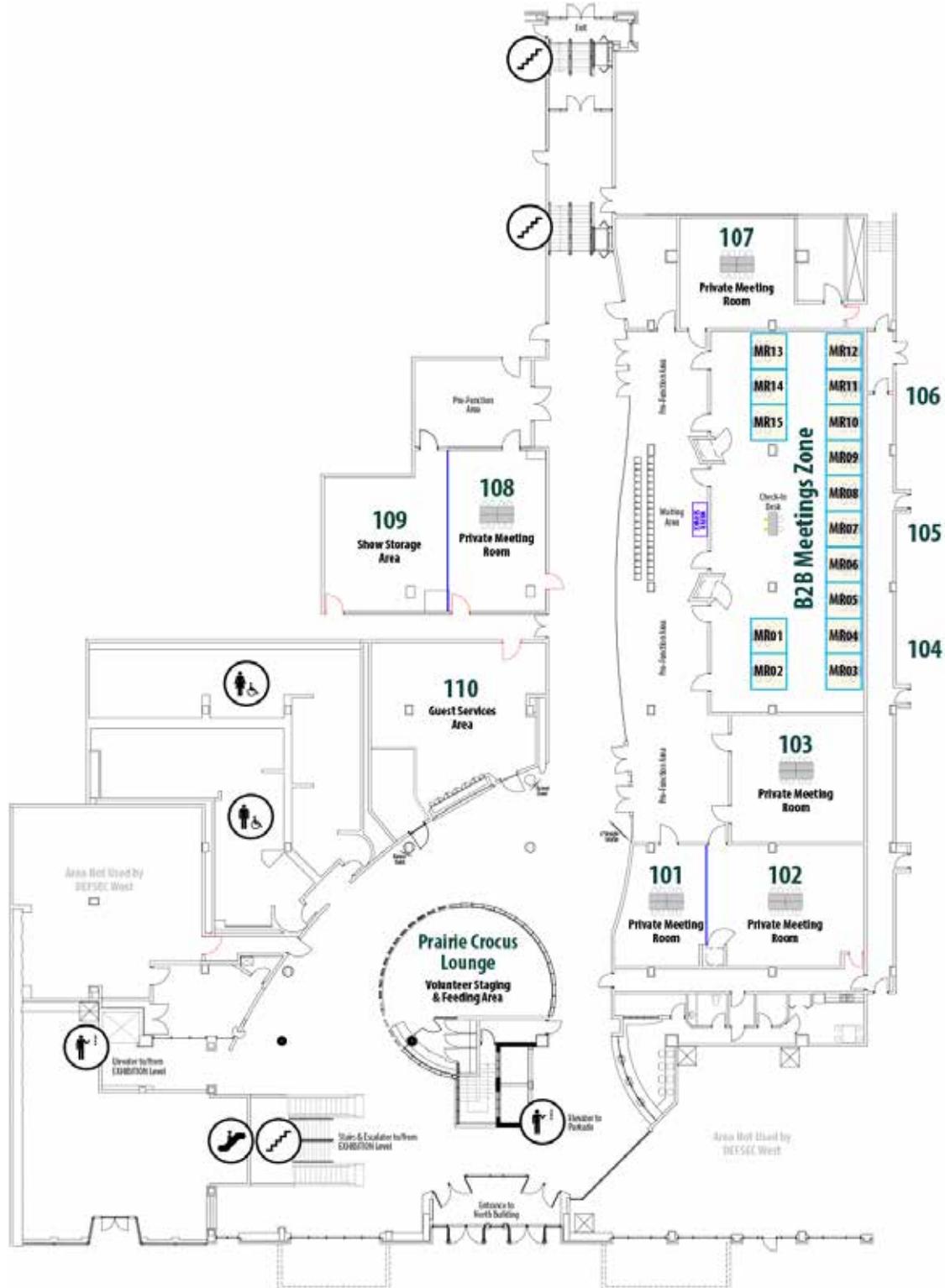
Shown below is the proposed floorplan for this year's Exhibition which is taking place on the Exhibition Hall LEVEL of the Calgary TELUS Convention Centre. The most up-to-date list of exhibitors and filled-in floorplan can be found on the DEFSEC West web site at: <https://defsecwest.ca/our-exhibitors/>



*Exhibition Hall Sponsored by Calian | Presentation Pavilion Sponsored by Business Development Bank of Canada  
Rest Areas Sponsor TBC | Lounge Sponsored by RMUS Canada | Registration Desk Sponsor TBC  
Business Centre Sponsor TBC | Social Media Centre Sponsor TBC*

# THE VENUE :: TELUS Rooms LEVEL

Shown below is the proposed floorplan for this year's TELUS Rooms LEVEL of the Calgary TELUS Convention Centre. This floor is where the B2B Meetings Zone, several Private Meeting Rooms and Guest Services areas are located.



*B2B Meetings Zone Sponsored by Government of Alberta | Guest Services Sponsor TBC*

# THE VENUE :: On-Site Amenities

One of our main priorities is ensuring a great experience for our attendees when at DEFSEC West. To that end, we are excited to provide the following enhanced services thanks to the support of each respective amenity sponsor:

## REGISTRATION DESK

*Sponsor TBC*

The Registration Desk is the first stop for all attendees when they arrive at DEFSEC West. Everyone upon arrival will need to check-in and obtain their Attendee Name Badge before proceeding anywhere else in the venue. Our experienced and welcoming staff are there to provide assistance to attendees throughout the entire event week.

**It is conveniently located just past the Business Centre on the right side as you go through the large glass doors on the Exhibition Hall LEVEL of the Calgary TELUS Convention Centre.**

*The Registration Desk is available starting at 8:00 am on Tuesday, March 24 until 4:00 pm on Thursday, March 26.*

## BUSINESS CENTRE

*Sponsor TBC*

The Business Centre is setup to provide free access to all of the basic services of an off-site office for all of our attendees. This includes providing access to a PC workstation connected to the Internet as well as printing, copying and scanning. Basic supplies such as pens, paper, sticky notes, staplers, flash drives, etc. can all be found in this area and there is also a literature rack where you can find a variety of Defence industry-oriented magazines available to take a copy of for free.

**It is conveniently located directly across from the entrance to Exhibition Hall C on the Exhibition Hall LEVEL of the Calgary TELUS Convention Centre.**

*The Business Centre is available starting at 8:00 am on Tuesday, March 24 until 6:00 pm on Thursday, March 26.*

## SOCIAL MEDIA CENTRE

*Sponsor TBC*

The Social Media Centre is the central location where you will find a large screen displaying our event's Digital Social Media Wall with live feeds of all the popular social media platforms used by our event and its attendees. As well, this is the working location for our Brand & Marketing Director, Tim Stephenson, who is there to both manage our event communications and also to assist all our attendees in answering any questions related to our event, creating social media posts and distributing news releases.

**It is conveniently located just past the entrance to Exhibition Hall C on the Exhibition Hall LEVEL of the Calgary TELUS Convention Centre.**

*The Social Media Centre is available starting at 8:00 am on Tuesday, March 24 until 4:00 pm on Thursday, March 26.*

## GUEST SERVICES

*Sponsor TBC*

Guest Services is an area set aside for our attendees where they can check-in their coats and for military, their headdress, as well as their luggage – especially for those departing to travel directly from our event. We are also providing a service where you can check-in and safely leave your device to charge on one of our high-speed device charging stations. And for those who opt to use it, we will also make this our central location to provide optional personal protective equipment such as masks and hand sanitizer.

**It is conveniently located in Room 110 on the TELUS Rooms LEVEL, close to where you enter the Calgary TELUS Convention Centre from street level.**

*Guest Services is available starting at 8:00 am on Tuesday, March 24 until 5:00 pm on Thursday, March 26.*

## LOUNGE AREA

*Sponsored by RMUS Canada*

The Lounge Area is a space accessible all week by attendees as an informal place to both meet and relax throughout the event week. It provides a dedicated seating area and has both coffee and water service located there for attendees to grab and enjoy.

**It is conveniently located on the same side and just past the Registration Desk on the Exhibition Hall LEVEL of the Calgary TELUS Convention Centre.**

*The Lounge Area is available starting at 4:00 pm on Tuesday, March 24 until 4:00 pm on Thursday, March 26.*

## REST AREAS

*Sponsored by Innovate Calgary*

Rest Areas are small seating areas set aside in the venue for our attendees to rest and also have brief, informal discussions and meetings. Water bottles are also available in these areas for attendees.

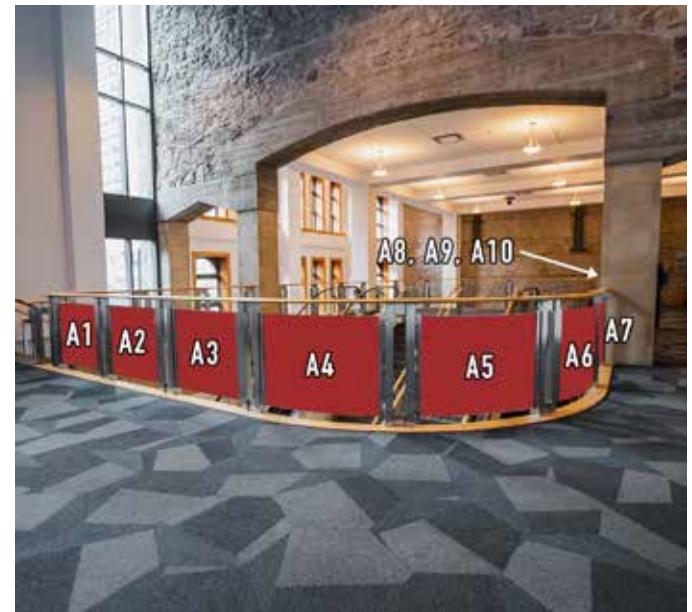
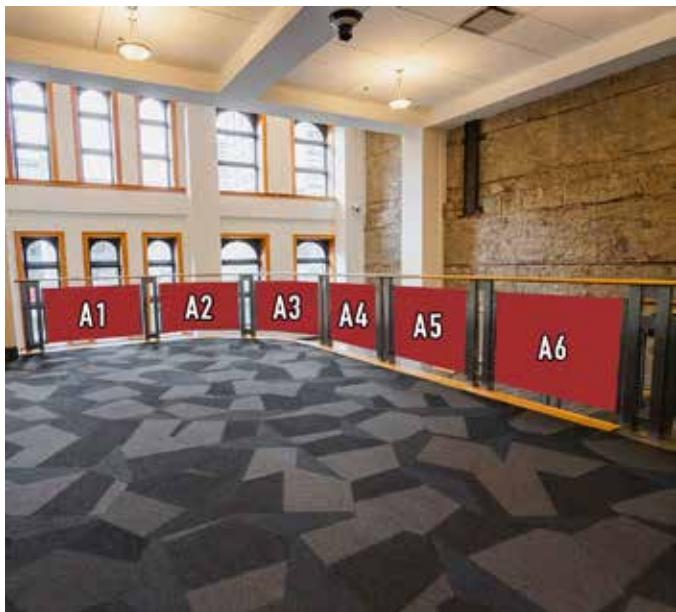
**They are conveniently located in a few different areas of the Exhibition Hall on the Exhibition Hall LEVEL of the Calgary TELUS Convention Centre.**

*Rest Areas are available starting at 8:00 am on Wednesday, March 25 until 4:00 pm on Thursday, March 26.*

# THE VENUE :: Venue Advertising Opportunities

We are offering an option for you to advertise to attendees visiting the Show. There are key, high-traffic areas we have identified within the venue that can have your branding on it for a fee.

**It is a great way to get the attention of attendees as they proceed back and forth around the venue!** For example, you can use it to drive traffic directly to your booth, or provide contact info for business development, send visitors to your web site and/or social media, etc.



You can provide press-ready artwork (exact specs will be shared when placing the order). We can assist you with final prep of artwork for submission to the printer used by CTCC. The fee you pay includes the professional printing, installation and removal of your branding for the agreed upon area.

The deadline for final submission of branding artwork is **February 20, 2026**. We have produced a **Venue Advertising Catalog** which is included as **Annex E** of this Manual. Locations, print dimensions and pricing are all included in the catalog.

If you would like to place an advertising order, please contact Colin Stephenson by e-mail at [colin@defsecwest.ca](mailto:colin@defsecwest.ca) or by phone at (403) 463-5054.

# EXHIBITING :: Exhibition Booth Space Details & Standards

## Each 10' x 10' booth includes:

- 8' high by 10' wide pipe and drape back wall with 3' high pipe & drape side walls; other configurations at the request of the exhibitor or needs of the vendor
- **IMPORTANT NOTE:** The entire exhibition hall is NOT carpeted; ONLY the aisles will be carpeted
- If you require carpet for your booth, it must be coordinated and purchased through **Global Convention Services**
- Additional booth furnishings, etc. can be coordinated through **Global Convention Services**

## Passes are allocated as follows:

- Two (2) Industry Exhibitor Full Passes (*meals NOT included*) PER 10' x 10' booth
- Individual additional Industry Exhibitor Full Passes (*meals NOT included*) can be purchased by exhibiting companies for an additional fee of **\$350 + GST**. One-day pricing is also available for **\$200 + GST**.
- Exhibitors that are Government Employees can attend at no cost, however we do request that those attendees still register "under the booth". Information on how to register will be sent to the Primary DEFSEC Contact Person with each exhibiting Government department.

## Electrical connections:

- One duplex (two outlet) electrical connection, rated at 120V, 15A is included at no extra cost **REGARDLESS** of booth size
- Additional connections can be requested at a cost of **\$136.50 + GST** per duplex connection (2 outlets per duplex) if ordered by the Advance Rate Deadline Date of March 4, 2026; orders placed AFTER that date up will be at the regular cost **\$169.00 + GST** per duplex connection (2 outlets per duplex). Contact **Global Convention Services** to inquire and place an order.
- If **special arrangements** are required for electrical such as larger, more complex configurations, different than standard amperages or a 240V feed, then contact **Global Convention Services** directly to get a quote arranged for you.

## Booth Add-Ons include:

- Free Wi-Fi is available throughout the venue.
- However, if your display requires a **Direct-Wired Internet Connection** it must be requested well in advance of the Show. There are a variety of wired options available at this venue. Contact **Global Convention Services** to inquire and place an order.

## Booth design standards:

- When and where possible as a matter of best practice, we will follow the **IAEE Guidelines for Display Rules and Regulations (2023 North American Update)** [see Annex F] established by the International Association of Exhibitions and Events. Linear booth configurations which also include Corner booths and Perimeter booths, are subject to "Line-of-Sight" rules. Other booth configurations including Peninsula booths, Split Island booths, and Island booths, are subject to "Cubic Content" rules. A full description of these configurations and rules are included as **Annex G** of this Manual.

# EXHIBITING :: International Exhibitors & Customs

If you are shipping items from out of country for use at the Show, you need to be aware of the following:

This especially includes anything related to your booth that needs to be shipped from outside of Canada. The rules and more importantly the process for "importing" items into Canada recently changed at the end of 2024 (i.e. introduction of CBSA Assessment and Revenue Management [CARM], and they tend to make things slower and more complicated in our experience to date.

If you are working with an Exhibitor Appointed Contractor (EAC) to design and/or install your booth, you MAY not need to go through this process. It is best to check with them if you have an EAC or with the Show Organizers if you are not sure.

*This process CAN take several weeks to complete, so if you determine that you need to do this, it is recommended to start the process as soon as possible.*

**If you do NOT need to bring anything INTO Canada from outside the country to participate in DEFSEC West, then you can DISREGARD this information.**

Please look at the notes below if your company is NOT already setup for "importing" INTO Canada:

- Does your company have a **Canadian** Business Number?

If not, then you will need to be set up as a Non-Resident Importer (NRI).

*A NRI is a company or individual who does not reside in Canada but acts as the Importer of Record (IOR) for goods being imported into Canada. Before you can act as the IOR, you will first need to acquire a Business Number (BN) from the Canadian Revenue Agency (CRA). This first step must be completed by you or your company, but there are several additional steps before you can be an IOR, and we can help.*

- You can (and likely should) work with a **customs partner** to work through the setup process. Please keep in mind that this process allows you to import the goods, but not to recoup the 5% GST on your imports. If you are looking to be GST registered then this is beyond our scope, but we can recommend a business lawyer that can assist with the GST registration process.

- **Non-Resident Importer (NRI) Setup in Canada**

To import into Canada as a Non-Resident Importer (NRI), the following steps must be completed in order:

1. Obtain a Business Number (BN) from the Canada Revenue Agency (CRA).
2. Complete the "Agreement to Maintain Records Elsewhere than the Place of Business in Canada" (See the BSF900 form).
3. Register for the CBSA Assessment and Revenue Management (CARM) system and enrol in a Program Account.

- **Step 1: Obtain a Business Number (BN)**

You must register for a Business Number through the CRA. Please visit the following link:

<https://www.canada.ca/en/revenue-agency/services/tax/businesses/topics/registering-your-business/register.html>. Scroll down to locate the "Non-Resident Business Number and Account Registration Web Form" and follow the instructions to complete the registration process.

- **Step 2: Compile Required Information**

Once you have obtained your 9-digit Business Number (BN), please compile the following details to provide to a customs partner:

1. Legal Company Name
2. Legal Company Address
3. Business Number
4. Additionally, please provide the designated CARM Contact Information:  
*(Business Account Manager for the CARM Portal)*
  - § Full Name
  - § Email Address
  - § Phone Number

- **Step 3: Complete the BSF900 Form**

The Canada Border Services Agency (CBSA) requires all NRI clients to submit the Agreement to Maintain Records Elsewhere than the Place of Business in Canada (BSF900 Form) for approval.

This agreement ensures compliance with CBSA's record-keeping requirements for imported goods. Please complete AND sign the BSF900 form and have it ready to provide to a customs partner.

You can download the form from this link:

<https://www.cbsa-asfc.gc.ca/publications/forms-formulaires/bsf900-eng.html>

- **Step 4: CARM Registration**

Once you have all this information ready to go including the form, a customs partner can then proceed with your CARM registration. This includes:

1. Applying for your Program Account (Import Account).
2. Submitting the BSF900 Form to CBSA for approval.

- **Step 5: Setup New Account with a Customs Partner**

Once you're setup in the CARM portal, you will need to open a new account with a customs partner so that you can technically "import" what you need shipped to exhibit.

We do **NOT** have an Official Customs Partner for our Show. Custom brokerage services that are **familiar with the Calgary TELUS Convention Centre** and its events include:

1. Jori International (<https://www.jorilogistics.com/>)
2. Davidson & Sons (<https://www.davidsonandsons.com/>)
3. North American Logistics Services Inc. (<https://nalsi.com/>)
4. Events on the Move (<https://www.eventsonthemove.com/>)
5. ConsultExpo (<https://consultexpoinc.com/>)

# EXHIBITING :: Move-In & Move-Out Details

## Advance Setup – Monday, March 23

This setup is reserved for large and complex booth installs ONLY and must be arranged with Show Management well in advance of the Show week. Details will be passed onto exhibitors as they are confirmed to set up on these days.

If you feel that you will need the additional day on Monday to complete your booth install, please ensure that you contact John Benson ASAP at [john@defsecwest.ca](mailto:john@defsecwest.ca) or (902) 237-9805, to discuss arrangements.

## “Day Of” Setup – Tuesday, March 24 between 8:00 am and 6:00 pm

If all your material **CAN** be directly carried into the building through one of the pedestrian entrances by an individual going to your booth to set up in a single trip (ie. carried OR rolled in on 2 wheels), you do not need to deal with Global Convention Services (GCS) for material handling and can proceed directly to the Calian Exhibition Hall (Halls C & D) on the Exhibition Hall LEVEL.

If you are parked underground at the Calgary TELUS Convention Centre Parkade (Lot 60), then please take the elevator, exit on the TELUS Rooms LEVEL, and then proceed up to your booth on the Exhibition Hall LEVEL.

If you are not able to carry your materials in a single trip, then you **MUST** use GCS to do your **material handling** via the North Loading Dock located on First Street SE.

This service is not included with your booth, so be sure to contact GCS and fill out their requisite pages for Material Handling which is in **Annex A** of this Manual.

If you require any additional handling such as **advanced shipments** to their warehouse and **pre/post-show storage**, you should also contact them and make those arrangements directly. Costs for these services will be provided and billed directly to you by them.

Any items for your display must be set up **within your allotted booth space**. They must **NOT** be set up or left in any of the aisle space. **No one under the age of 16** is permitted on the show floor, especially during move-in/outs.

All setup taking place on the Tuesday can start at 8:00 am and **MUST** be completed no later than 6:00 pm.

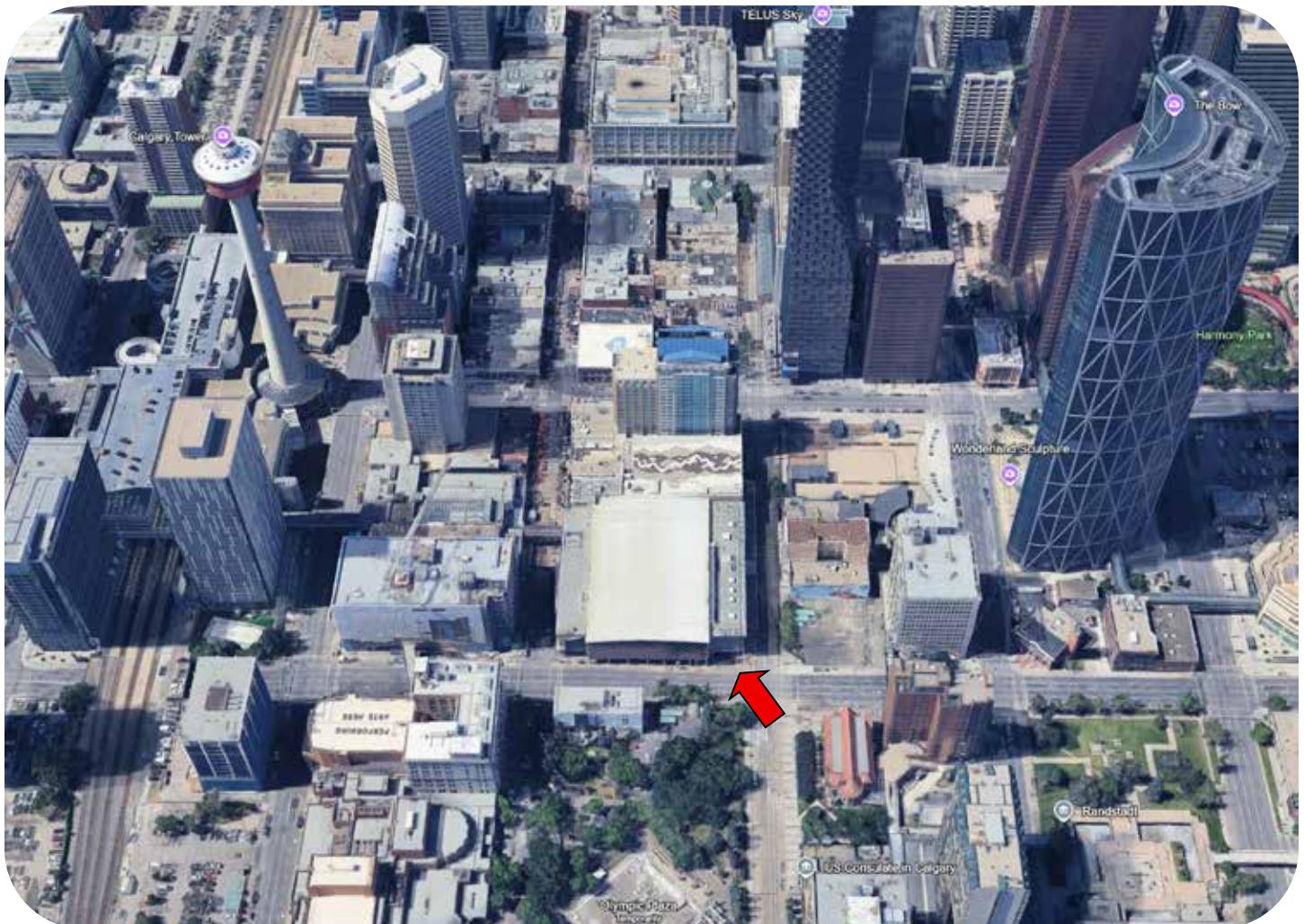
## Teardown & Move-Out – Thursday, March 26 starting at 4:00 pm

The process will be the exact reverse with those able to “carry-out” / “roll-out on two wheels” in a single trip using the specified entrances to leave the building and all others **MUST** use the Loading Docks to have their booth freight moved to the North Loading Dock and then work with GCS staff to load your vehicle and depart the venue from there.

An important note is that **ALL** exhibitors **SHOULD** be **COMPLETELY moved out by 12 midnight**. If the booth you are dismantling is a particularly complex and/or large one, please speak with Show Management in advance of the Show week to find out what options you may have.

## EXHIBITING :: Accessing the Loading Dock

If you DO need to use the loading dock to bring your exhibit materials into the venue, the North Loading Dock is located at 705 First Street SE in Calgary. By vehicle, drive south on **First Street SE** (*one-way going south*) and stay in the **right lane**. Immediately after 7<sup>th</sup> Avenue (C-Train tracks), you will see the entrance to the loading dock. **Turn and drive to the top of the ramp**. On the right-hand side, you will see the Calgary TELUS Convention Centre Loading Dock. **View the location on Google Maps at: <https://maps.app.goo.gl/GWtP1TwT3RSJfT1p9>**



## NORTH LOADING DOCK SPECIFICATIONS

### Ramp Entering North Loading Dock from the street:

- The slope going up the ramp changes from 3% (entrance) to 1% (low point) to 10% nearing the top
- Length: 200 feet

### Butterfly Ramp:

- Pitch: 1.3 in 12 = 6 degrees
- Length: 39 feet
- Slope: 10%
- Maximum Height at 14 feet 6 inches up the slope: 14 feet 2 inches
- Width: 13 feet 7 inches

### Bays:

- Bay 1 and 2: Max height of 10 feet 8 inches, each with a leveler and a combined open width of 21 feet 2 inches
- Bay 3, 4, and 5: Max height of 10 feet 5 inches and are 9 feet 3 inches wide bays
- Bays 3 and 4 have a hydraulic leveler
- Bay 5 requires a manual dock plate\*

### North Freight Elevator:

- Height: 8 feet
- Length: 15 feet 7 inches
- Width: 8 feet 10 inches
- Weight Capacity: 7,528 kg or 16,000 lbs

## DELIVERY/SHIPPING ADDRESS

Please keep in mind that this address for the CTCC Loading Dock is ONLY for deliveries taking place between March 18 and March 24. All event materials requiring material handling must be sent to the North Loading Dock located at:

**Calgary TELUS Convention Centre**  
*Deliveries/Loading Dock*  
705 First Street SE  
Calgary, Alberta  
T2G 2G9

Deliveries taking place between February 20 and March 16 can only be sent for Advance Warehousing with Global Convention Services at their warehouse located at:

**Global Convention Services**  
6693 30<sup>th</sup> Street SE  
Calgary, Alberta  
T2C 1N6

## DOCK CONTACT INFORMATION

You can contact CTCC Loading Dock staff by phone at (403) 261-8583 or by e-mail [calgarydock@globalconvention.ca](mailto:calgarydock@globalconvention.ca).

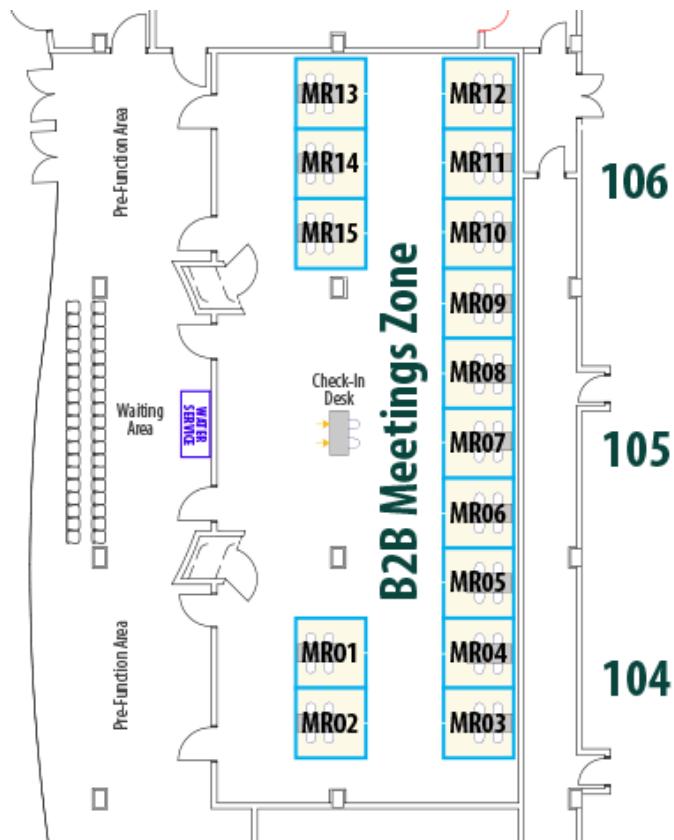
# EXHIBITING :: B2B Meetings Program

*Sponsored by Government of Alberta*

DEFSEC West will be facilitating Business-to-Business (B2B) and Business-to-Government (B2G) meetings which will be available to all registered attendees.

We will be using an all-in-one web platform combining matchmaking, messaging and scheduling for the meetings. An important note is that we will only be facilitating **in-person meetings** at our event – virtual meetings will NOT be offered.

There will again be one large room located in the TELUS Rooms LEVEL (Rooms 104 / 105 / 106) of the Calgary TELUS Convention Centre dedicated to B2B meetings known as the “B2B Meetings Zone”. Inside it are 15 dedicated 8' x 8' divided spaces which will be setup strictly for in-person introductory meetings on **Wednesday, March 25 and Thursday, March 26**. Meetings will run from 8:00 am until 4:00 pm each day.



The B2B/2GO Web Platform **launches on February 24, 2026**. Before the event week, attendees will have a chance to use the platform to find each other, make connections and then plan arranged meetings on the event days. We will also be using this same system for messaging after the event week, with access after the event **ending on April 30, 2026**.

Registered DEFSEC Atlantic attendees **will receive a personal e-mail invite** to create their own individual profile in the B2B/2GO platform. Those who register after the initial launch of the B2B/2GO platform should receive their e-mail invite **within 1 full business day** AFTER the date they register. We will typically be doing daily manual syncs in the late afternoon between our registration platform and the B2B/2GO platform each weekday between its launch and our event.

Don't forget that you **MUST** be a **qualifying category** of registered attendee for DEFSEC West 2026 in order to be able to activate your B2B profile.

If you have any questions in the meantime, please e-mail us at [b2bmeetings@defsecwest.ca](mailto:b2bmeetings@defsecwest.ca).

# EXHIBITING :: Private Meeting Rooms

Beyond the B2B Meetings Program, there are **dedicated Private Meeting Rooms** available for rent for both days or one day during the Show.



**Private, lockable and permanent rooms** are located on the TELUS Rooms level of the Calgary TELUS Convention Centre. These are larger and cater better to larger meeting spaces, demo areas and room for doing small, private workshops. They are not affected by noise from any adjacent rooms. Due to their size, they can also be easily branded by the company renting the space.

The rooms that are available for rent on the TELUS Rooms LEVEL are:

- Room 101
- Room 102
- Room 103
- Room 107
- Room 108

We also have a row of smaller, **10' x 10' temporary hardwall meeting rooms** constructed in the back left corner of the Exhibition Hall which are available for rent. These are suited more for meetings up to 4 people or for one-on-one presentations. Being located directly on the floor, they are more convenient to access, especially if hosting a series of meetings all through the event. They are also lockable, but typically do not have a roof, so they can be more sensitive to the ambient noise of the floor.

The rooms that are available for rent on the Exhibition Hall LEVEL are:

C407	C409	C410	C411	C412	C501	C502	C503	C504	C505	C506	REST AREA
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## PLEASE NOTE:

- Tables and chairs in each room are included and can be configured to your specifications.
- For the permanent rooms, **Audio/Visual support** and **Food & Beverage** can be ordered for an additional fee.
- Regular access would be from **8:00 am to 4:00 pm** on **Wednesday, March 25** and from **8:00 am to 4:00 pm** on **Thursday, March 26**.
- Special access on **Tuesday, March 24** can happen through **special arrangement in advance**.

For pricing and to book one of these spaces for both days (or just one) during the event week, be sure to contact Colin Stephenson by e-mail at [colin@defsecwest.ca](mailto:colin@defsecwest.ca) or by phone at +1 (403) 463-5054.

# EXHIBITING :: Exclusive Services

There are Exclusive Services provided by our Official Service Providers at DEFSEC West:



## FACILITY MATERIALS HANDLING SERVICES

Materials handling and vehicle staging/marshalling requirements must be arranged through our exclusive partner, Global Convention Services (GCS). GCS is responsible for planning, directing, and coordinating the following services in a safe and efficient manner:

- Any material movement within the facility that requires material handling equipment
- Electric or manual pallet jacks and pallet jack operation
- Traffic control and vehicle marshalling
- Loading dock and freight elevator supervision
- 3rd party supplier freight movement
- Receive and off-load exhibitor and show management materials on site at the designated move in times
- Delivery within the Calgary TELUS Convention Centre to the allocated booth and or location
- Storage of empty crates and packing materials during events
- Return materials to the docks at designated move out times
- Reload materials on outbound carriers

## ELECTRICAL SERVICES

The Calgary TELUS Convention Centre (CTCC) is the exclusive provider of all temporary electrical distribution and related equipment required for events, shows, and for all guest service providers throughout the facility. Individual exhibitor electrical requirements must be coordinated through GCS who will work with CTCC staff to coordinate safe and effective electrical services for individual exhibitor electrical orders.

## TELECOMMUNICATION SERVICES

The CTCC data and voice network allows for shared and dedicated bandwidth connections, robust WiFi access, and custom networking solutions. As the exclusive provider of these services, the following requirements must be arranged through GCS at the Calgary TELUS Convention Centre:

- Internet access (wired and WiFi)
- Telecommunications (telephone and data)
- Local area networking and equipment within the building
- Cable Television

## UTILITY SERVICES

CTCC is the exclusive provider for compressed air, water and drainage required for events, shows, and for all guest service providers throughout the facility. Individual exhibitor utility requirements must be coordinated through GCS who will work with CTCC staff to coordinate safe and effective provision of services for individual exhibitor utility orders.



- **RIGGING SERVICES**

The CTCC has designated its official audiovisual partner, Encore, as its exclusive rigging provider. Any client or supplier who requires the use of rigging points or ground supported production equipment services must engage with the official audiovisual partner directly.

Encore will provide skilled and qualified technicians and riggers to support the installation and removal of overhead rigging equipment for specialty lighting, theatrical elements, signs, banners and other show components.



- **CATERING SERVICES**

The Marriott Calgary Downtown is the exclusive caterer for the venue.

The current full menu for the venue can be found at this link:

<https://calgary-convention.com/wp-content/uploads/2026/01/2026-CTCC-Banquet-Menu-Final.pdf>

The service provider can choose to ONLY offer exhibitors selections from a limited menu based on the chef's choice. If that is the case, a copy of that limited menu will be shared with any exhibitors that inquire.

*Please note that any requests for food and/or beverage catering services at any location within the venue, any time during the event week, must first go through Show Management.*

*Orders MUST be received by March 3, 2026.*

## EXHIBITING :: Official Service Providers

The list below is our Official Service Providers for this event. Exhibitor Kits and Order Forms are included in this Manual. Direct any related inquiries to John Benson by e-mail at [john@defsecwest.ca](mailto:john@defsecwest.ca) or by phone at (902) 237-9805.

### OFFICIAL EXHIBIT RENTAL PROVIDER: Traction X Brand Experiences

- Traction X Brand Experiences is your go to supplier for custom trade show exhibit rental services for DEFSEC Atlantic and a preferred supplier to leading organizations in the aerospace and defense industry, exhibitors can rely on Traction X at DEFSEC West for complete, end-to-end support - from initial inquiries and 3D concept development to production, installation, and on-site service throughout the event.

Our team looks forward to collaborating with you and bringing your exhibit vision to life.



Contact Person: Steve Oliva  
Phone: +1 (902) 580-2714  
E-Mail: [steve@tractionx.ca](mailto:steve@tractionx.ca)

### OFFICIAL TRADE SHOW & EXHIBIT SERVICES PROVIDER: Global Convention Services

- Trade Show & Exhibit Services
  - Display Installation & Dismantling
  - In-Booth Forklift & Driver
  - Modular Exhibits (including Portable Displays & Hardwall Booth Packages)
  - Carpet (beyond carpet already in hall aisles)
  - Booth Cleaning Services
  - Furnishings (Tables, Seating, Lighting & More)
  - Standard Booth Signs
- Facility Materials Handling
  - Pre & Post Show Material Handling
  - Warehousing & Drayage
- Electrical and Wired Internet Services
- Vehicle Marshalling Services



Until February 2, 2026  
Contact Person: Mike Klemm  
Phone: +1 (902) 717-0814  
E-Mail: [mklemm@globalconvention.ca](mailto:mklemm@globalconvention.ca)

After February 2, 2026  
Contact Person: Christina Williams  
Phone: +1 (778) 587-1104  
E-Mail: [cwilliams@globalconvention.ca](mailto:cwilliams@globalconvention.ca)

## OFFICIAL AUDIOVISUAL, PRESENTATION STAGING, LIGHTING SERVICES AND RIGGING PROVIDER:

### Encore

- Audio/Visual
- Lighting
- Simultaneous Interpretation
- Presentation Staging
- Scenery and Custom Room Events
- Digital Services: Computers, Webcasting, Encoding, Interactive Voting Systems, Presentation Management
- Rigging Services



Contact Person: Jason Wright

Phone: +1 (403) 371-7329

E-Mail: [jason.wright@encoreglobal.com](mailto:jason.wright@encoreglobal.com)

## OFFICIAL CATERING SERVICES PROVIDER:

### Calgary Marriott Downtown

- Catering Services
  - Provided to a Booth
  - Provided to a Private Meeting Room

*\* Please note that any requests for food and/or beverage catering services at any location within the venue, any time during the event week, must first go through Show Management, please contact John Benson by e-mail at [john@defsecwest.ca](mailto:john@defsecwest.ca).*

*\*\* Orders MUST be received by March 3, 2026*



Contact Person: Megan Angelini

Phone: +1 (403) 870-8518

E-Mail: [megan.angelini@marriott.com](mailto:megan.angelini@marriott.com)

# PARTICIPATING :: Admission Policy

DEFSEC West is **open** to employees of Exhibiting Companies, employees of Non-Exhibiting Companies & Organizations, Government Employees, Military Members, Academic Professionals, University/College Students of Invited Academic Institutions, Accredited Media and Invited VIPs. Depending on the type of attendee, there are different requirements when it comes to payment required for entry into the event.

There is **NO requirement for membership** in ANY association in order to participate in any particular aspect of DEFSEC West.

Anyone wishing to attend the exhibition is **highly encouraged to pre-register online**. Walk-In Registration on-site during the event at the Registration Area will also be available, however the check-in process is much faster for those who pre-register online.

All attendees upon first entering the venue **must check-in at the Registration Desk**. There will be no mass pickups of passes permitted. Please note that at peak entry times during the day, you may expect a delay.

## General Guidelines

**All registrants admitted to the event are subject to the General Guidelines as outlined below in our Admission Policy.** Show Management reserves the right to exclude or remove anyone from the event who does not comply with this policy.

- In order to enter the venue in-person, all attendees must comply with our posted COVID-19 Attendance Policy shown below:
  - At the current time, we are NOT requiring any proof of vaccination to be declared or presented upon arrival, in order to participate in this year's event.
  - All attendees, volunteers/staff, contractors and venue staff must follow established COVID-19 regulations (if any) and to follow directions of any related signage, etc. If attendees fail to comply with any of these regulations, it can constitute grounds for removal from the event without a refund (if applicable).
- No person under the age of 19 years, including children of any type of attendee, will be admitted during the duration of the event.
- All attendees acknowledge that only the Organizer's official admission badge, worn by the person named on it, will permit admission into DEFSEC West. No other forms of identification will be permitted for entry into the event.
- No person named on the badge or the company, firm or business, which that person represents may permit the badge to be worn by another person. Wearing of this badge by any person not named on this credential may be viewed as fraudulent use of identification and be subject to removal from the exhibition.
- All persons attending the event must produce government-issued photo identification upon check-in at the event. Examples include a passport, driver's license, military-issued identification or other government-issued ID's with a photo. Note, identification must be current and NOT expired.

- Any person found to be registering to attend the event using false information or fraudulent credentials or deliberately withholding information will have their application automatically denied and may be subject to prosecution.
- Without prejudice, Show Management reserves the right to exclude any person(s).
- No photography or filming of an Exhibition Booth is allowed without the expressed permission of that booth representative.
- Closed-Circuit security cameras will be in operation at all times. The CCTV system is subject to the Calgary TELUS Convention Centre's Privacy Policy which can be made available upon request.
- The Organizers reserve the right to photograph and/or video record any portion of the event. By attending the show, visitors permit Show Management to use any photographs and/or footage taken.
- No sponsorship, promotional, marketing, political or any article to be used for a commercial or charitable purpose or prohibited materials may be brought into, used or displayed by any person inside the event without the express written permission of Show Management.
- Any person in possession of non-permitted items will be refused entry to or ejected from the venue and site, and may be subject to prosecution. Prohibited items include knives, fireworks, explosives, smoke canisters, aerosols, air-horns, noisemakers, flares, weapons, dangerous or hazardous items, illegal substances (such as alcohol or drugs), laser devices, bottles, glass vessels, cans, poles, or any article that may compromise public safety or which may pose a hazard or nuisance to any other person.
- Canvassing is not permitted.
- All persons attending the exhibition are expected to wear at least "Business Casual" or "Dress of the Day" if attending in military uniform. The Opening Reception taking place on Tuesday evening is a more formal event with an expectation of "Business Formal" for civilians or if attending in military uniform, at least "Tunic with no Medals".

# PARTICIPATING :: Attending as an Industry Exhibitor

If you are attending DEFSEC West as an employee of an exhibiting organization, then you will be registered under this category.

With the purchase of a **Full Exhibitor Pass (\$350 + GST)**, the **non-transferable** bearer gains admission for one to the following:

- Access to the On-Site Amenities, Web Platforms and Opening Reception on Tuesday
- Access to the Exhibition Hall, Presentations Pavilion, B2B Meetings Zone, On-Site Amenities, Web Platforms and "Hour of Good Cheer" Reception on Wednesday
- Access to the Exhibition Hall, Presentations Pavilion, B2B Meetings Zone, On-Site Amenities and Web Platforms and on Thursday

If your Exhibition Area offers the option of **single-day attendance**, the **non-transferable** bearer gains admission for one to the following:

- A **Wednesday Only Exhibitor Pass (\$200 + GST)** will include:
  - Access to the On-Site Amenities, Web Platforms and Opening Reception on Tuesday
  - Access to the Exhibition Hall, Presentations Pavilion, B2B Meetings Zone, On-Site Amenities, Web Platforms and "Hour of Good Cheer" Reception on Wednesday
- A **Thursday Only Exhibitor Pass (\$200 + GST)** will include:
  - Access to the On-Site Amenities, Web Platforms and Opening Reception on Tuesday
  - Access to the Exhibition Hall, Presentations Pavilion, B2B Meetings Zone, On-Site Amenities and Web Platforms and on Thursday

There will be **NO on-site lunches**. There are well over 20 restaurants within a 3-block radius of the Calgary TELUS Convention Centre and even more just outside of that distance.

## **IMPORTANT NOTES:**

In order to register under this category, you will need to choose one of the following from the Attendee Category dropdown:

- "Industry Exhibitor Pass FULL"
- "Industry Exhibitor Pass WED ONLY"
- "Industry Exhibitor Pass THU ONLY"

As well, if you are registering using one of the "included" passes that come with your organization's booth, your primary DEFSEC contact person will have been sent a COUPON CODE that can be used to reduce the registration fee for that person to \$0 (by default, the code is **ONLY valid for the FULL pass**). Be sure to contact that person in order to register properly in the Online Registration Web Platform.

## PARTICIPATING :: Academic Day of Connection

*Sponsor TBC*

DEFSEC West strives to address the concerns and challenges of our attendees, especially those of our core constituents, the Small and Medium Enterprises (SMEs) of Western Canada. To create awareness and connection between our exhibitors and the talent being developed in the region, we are introducing the "Academic Day of Connection".

The Day introduces graduating students from relevant disciplines in post-secondary institutions within the Western region to our attendees in the trade show setting. Exposing faculty and staff to the opportunities within our industry and region helps retain youth and talent, addressing a universal challenge in today's workplace.

We will focus on the content, delivery and promotion of the Day of Connection as we welcome ***Human Resources personnel to attend DEFSEC West free of charge*** on Thursday, March 26.

Students and faculty will be on the floor that afternoon to ensure busy and productive closing hours for this year's event. Details on the activities of the day and on how to participate will be shared with Exhibitors and attendees as the dates of the Show get closer.

**In the meantime, we encourage exhibiting companies to include their Human Resources personnel when planning to attend this year's event.**

If you have any questions about the Academic Day of Connection, please contact [colin@defsecwest.ca](mailto:colin@defsecwest.ca).

## PARTICIPATING :: Attending as an Industry Exhibitor (HR Professional)

If you are attending DEFSEC West as an HR Professional from an exhibiting organization, then you have the option to register under this category.

### THURSDAY ONLY - FREE

With this pass, the **non-transferable** bearer gains admission for one to the following:

- Access to the Exhibition Hall, Presentations Pavilion, B2B Meetings Zone, On-Site Amenities and Web Platforms and on Thursday

There is also an expectation that everyone registered under this category will be working and available in their booth between 1 pm and 4 pm, in order to meet and speak to any students and faculty that are attending as part of the "Academic Day of Connection".

### **IMPORTANT NOTES:**

In order to register under this category, you will need to choose "**Industry Exhibitor HR Professional Pass THU ONLY**" from the Attendee Category dropdown.

You will then need the Access Password to start the registration process in our Registration Web Platform. The password is: "**DEFSECW26ADOC**" (no quotes).

# PARTICIPATING :: How to Register Your Personnel

This page explains the basic process and guidelines for registering attendees from your company/organization, and more critically, explains how to use the PROMO/COUPON CODE that you will be sent and need to give to those attendees whose attendance will be paid for by the “included” passes that come with your booth. You can share these instructions below with your attending employees if you choose.

The process to follow is:

1. The process we follow is that ALL attendees MUST be registered individually online.

The link to the Online Registration Web Platform is:

<https://registration.defsecwest.ca/>

EACH of your attending employees will need to register on their own with a unique e-mail address for EACH person. This is being done primarily so each attendee can then access any applicable online platforms using their own e-mail address. PLUS, we may require all those attendees who will attend the event to digitally acknowledge AND accept any applicable policies.

2. On the first screen, fill in your name, e-mail address and be sure to choose the correct Attendee Category.  
*You will only be able to change the category after you have started by e-mailing [registration@defsecwest.ca](mailto:registration@defsecwest.ca).*
3. On the screens following, complete the mandatory fields and view/skip any “information only” screens that may be part of your registration process. Then proceed to the final screen which asks for payment.
4. All attendees will either “pay” by using the COUPON CODE sent to their primary DEFSEC Contact Person OR they will be required to pay by credit card **AS** they register. *There will be no post-event billing for companies.*

These coupon codes have a limited number of uses equivalent to your “entitlement” for passes included with your booth and if you are also a sponsor, those passes will be included in that number as well. It will be an internal decision within your company, as to who receives/uses a coupon code and who will be required to pay by credit card. *General attendees cannot contact the Registration Desk asking for their company's code, it will ONLY be sent to the primary DEFSEC Contact Person for that company.*

To clarify how this will work, an example is that Company “A” has a 10’x10’ booth which has an allotment of 2 Industry Exhibitor FULL Passes but would like to bring 3 people.

As Online Registration opens to everyone, the Registration Desk will send an e-mail to Company “A” with a coupon code unique to that company that can only be used 2 times (i.e., the same number of times as they have allotted Industry Exhibitor FULL Passes). *Please note that the DEFAULT type of coupon code that is sent out, is valid ONLY for the Full Passes, so it is important to choose the correct Attendee Category on the very first screen.*

In this case, two of the individuals will be given that unique coupon code by their company DEFSEC coordinator and one of them will have to pay right away using their credit card when they go to register.

**This will be the process for everyone who requires payment, there will be no exceptions.**

5. Please ensure that all your attendees pre-register online to avoid long line-ups and/or any confusion on-site at the Registration Desk. If you have any questions leading up to the event week, please e-mail us at [registration@defsecwest.ca](mailto:registration@defsecwest.ca) so that we can assist you and address any concerns before the week of the Show.

6. Another important note for this year is that no attendee passes of any kind automatically include any meals and there will be NO on-site lunches. There are well over 20 restaurants of many different types just within a 3-block radius of the Calgary TELUS Convention Centre and even more just outside of that distance PLUS an extensive downtown pedway system making your walk a quick and safe one.

If you have any questions or require assistance with the Registration Process, you can reach the Registration Desk quickest by e-mail at [registration@defsecwest.ca](mailto:registration@defsecwest.ca) or you can also phone +1 (902) 982-6985.

# PARTICIPATING :: Proposed Schedule

This is a summary of proposed events that will be taking place during DEFSEC West. This schedule is subject to change at any time. There will be a number of additions to the final schedule including the details of any related events taking place during the week of the Show. It will be updated on the DEFSEC West web site on a regular basis right until the dates of the event at: <https://defsecwest.ca/overall-schedule/>

*All times noted here are Mountain Daylight Time*

*Revised as of January 18, 2026*

## SUNDAY, FEBRUARY 22

### Location

2359	Early Bird Deadline for Online Registration <b>Sponsored by DNG Defence</b>	Online, Registration Web Platform
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## TUESDAY, FEBRUARY 24

### Location

1700	B2B/2GO Web Platform Messaging & Matchmaking Modules Launch <b>Sponsored by Government of Alberta</b>	Online, B2B/2GO Web Platform
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## TUESDAY, MARCH 24

### Location

0800-1800	Exhibition Hall Move-In - <b>Sponsored by Calian</b>	Exhibition Hall LEVEL, Calian Exhibition Hall (Halls C & D)
0800-2100	Registration Desk Open - Sponsor TBC	Exhibition Hall LEVEL, Pre-Function Area
0800-2100	Guest Services Open - Sponsor TBC	TELUS Rooms LEVEL, Guest Services Desk
0800-2100	Business Centre Open - Sponsor TBC	Exhibition Hall LEVEL, Pre-Function Area
1500-2100	Social Media Centre Open - Sponsor TBC	Exhibition Hall LEVEL, Pre-Function Area
1600-2100	Lounge Area Open - <b>Sponsored by RMUS Canada</b>	Exhibition Hall LEVEL, Pre-Function Area
1900-2100	Tuesday Opening Reception - <b>Sponsored by AWS Canada</b>	Exhibition Hall LEVEL, BDC Presentation Pavilion (Hall E)

## WEDNESDAY, MARCH 25

### Location

0800-1600	B2B Meetings Web Platform Timeslots Available for Day <b>Sponsored by Government of Alberta</b>	Online, B2B/2GO Web Platform
0800-1600	B2B Meetings Zone Open <b>Sponsored by Government of Alberta</b>	TELUS Rooms LEVEL, Rooms 104/105/106 & Pre-Function Area
0800-1600	Private Meeting Rooms Open	Exhibition Hall LEVEL, Calian Exhibition Hall (Halls C & D) TELUS Rooms LEVEL, Rooms 101/102/103/107/108
0800-1700	Registration Desk Open - Sponsor TBC	Exhibition Hall LEVEL, Pre-Function Area
0800-1700	Guest Services Open - Sponsor TBC	TELUS Rooms LEVEL, Guest Services Desk
0800-1700	Business Centre Open - Sponsor TBC	Exhibition Hall LEVEL, Pre-Function Area
0800-1700	Social Media Centre Open - Sponsor TBC	Exhibition Hall LEVEL, Pre-Function Area
0800-1700	Lounge Area Open - <b>Sponsored by RMUS Canada</b>	Exhibition Hall LEVEL, Pre-Function Area
0830-1530	Wednesday Coffee Service Available <b>Sponsored by Integrated Strategic Partners</b>	Exhibition Hall LEVEL, Calian Exhibition Hall (Halls C & D) Exhibition Hall LEVEL, RMUS Canada Lounge
0830-1600	Exhibition Floor Open - <b>Sponsored by Calian</b>	Exhibition Hall LEVEL, Calian Exhibition Hall (Halls C & D)
0930-1000	Sponsor Presentation Slot #1 - Presenter(s) TBC	Exhibition Hall LEVEL, BDC Presentation Pavilion (Hall E)
1000-1010	Official Wednesday Coffee Break <b>Sponsored by Integrated Strategic Partners</b>	Exhibition Hall LEVEL, Calian Exhibition Hall (Halls C & D) Exhibition Hall LEVEL, RMUS Canada Lounge
1010-1110	Wednesday Morning Keynote Presentation - Presenter(s) TBC	Exhibition Hall LEVEL, BDC Presentation Pavilion (Hall E)
1120-1150	Sponsor Presentation Slot #2 - Presenter(s) TBC	Exhibition Hall LEVEL, BDC Presentation Pavilion (Hall E)
1200-1300	Wednesday Lunch Break (exhibition floor does not close during this time)	Downtown Calgary, Various Restaurants
1300-1330	Sponsor Presentation Slot #3 - Presenter(s) TBC	Exhibition Hall LEVEL, BDC Presentation Pavilion (Hall E)
1440-1510	Wednesday Afternoon Keynote Presentation - Presenter(s) TBC	Exhibition Hall LEVEL, BDC Presentation Pavilion (Hall E)
1520-1550	Sponsor Presentation Slot #4 - Presenter(s) TBC	Exhibition Hall LEVEL, BDC Presentation Pavilion (Hall E)
1600-1700	Wednesday "Hour of Good Cheer" Reception <b>Sponsored by Lockheed Martin Canada</b>	Exhibition Hall LEVEL, BDC Presentation Pavilion (Hall E)

**THURSDAY, MARCH 26**
**Location**

0800-1600	B2B Meetings Web Platform Timeslots Available for Day <b>Sponsored by Government of Alberta</b>	Online, B2B/2GO Web Platform
0800-1600	B2B Meetings Zone Open <b>Sponsored by Government of Alberta</b>	TELUS Rooms LEVEL, Rooms 104/105/106 & Pre-Function Area
0800-1600	Private Meeting Rooms Open	Exhibition Hall LEVEL, Calian Exhibition Hall (Halls C & D) TELUS Rooms LEVEL, Rooms 101/102/103/107/108
0800-1600	Registration Desk Open - Sponsor TBC	Exhibition Hall LEVEL, Pre-Function Area
0800-1600	Social Media Centre Open - Sponsor TBC	Exhibition Hall LEVEL, Pre-Function Area
0800-1600	Lounge Area Open - Sponsored by RMUS Canada	Exhibition Hall LEVEL, Pre-Function Area
0800-1700	Guest Services Open - Sponsor TBC	TELUS Rooms LEVEL, Guest Services Desk
0800-1800	Business Centre Open - Sponsor TBC	Exhibition Hall LEVEL, Pre-Function Area
0830-1530	Thursday Coffee Service Available <b>Sponsored by Leonardo DRS</b>	Exhibition Hall LEVEL, Calian Exhibition Hall (Halls C & D) Exhibition Hall LEVEL, RMUS Canada Lounge
0830-1600	Exhibition Floor Open - Sponsored by Calian	Exhibition Hall LEVEL, Calian Exhibition Hall (Halls C & D)
0930-1000	Sponsor Presentation Slot #5 - Presenter(s) TBC	Exhibition Hall LEVEL, BDC Presentation Pavilion (Hall E)
1000-1010	Official Thursday Coffee Break <b>Sponsored by Leonardo DRS</b>	Exhibition Hall LEVEL, Calian Exhibition Hall (Halls C & D) Exhibition Hall LEVEL, RMUS Canada Lounge
1010-1040	Sponsor Presentation Slot #6 - Presenter(s) TBC	Exhibition Hall LEVEL, BDC Presentation Pavilion (Hall E)
1050-1120	Sponsor Presentation Slot #7 - Presenter(s) TBC	Exhibition Hall LEVEL, BDC Presentation Pavilion (Hall E)
1100-1200	Academic "Day of Connection" Check-In at Registration Desk <b>Sponsor TBC</b>	Exhibition Hall LEVEL, Pre-Function Area
1130-1200	Sponsor Presentation Slot #8 - Presenter(s) TBC	Exhibition Hall LEVEL, BDC Presentation Pavilion (Hall E)
1200-1300	Thursday Lunch Break <i>(exhibition floor does not close during this time)</i>	Downtown Calgary, Various Restaurants
1200-1325	Academic "Day of Connection" Luncheon & Presentation(s) <b>Sponsor TBC</b>	Glen Rooms LEVEL, Room 206
1330-1600	Academic "Day of Connection" Exhibition Floor Tour & Exploration <b>Sponsor TBC</b>	Exhibition Hall LEVEL, Calian Exhibition Hall (Halls C & D)
1600	B2B/2GO Web Platform Matchmaking Module Closes <b>Sponsored by Government of Alberta</b>	Online, B2B/2GO Web Platform
1600-2359	Exhibition Hall Move-Out - Sponsored by Calian	Exhibition Hall LEVEL, Calian Exhibition Hall (Halls C & D)

**THURSDAY, APRIL 30**
**Location**

2359	B2B/2GO Web Platform Messaging Module Closes <b>Sponsored by Government of Alberta</b>	Online, B2B/2GO Web Platform
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# PARTICIPATING :: Exhibitor Checklist

Once you have confirmed your booth space AND signed your exhibitor contract, please review the following checklist:

1. Process the invoice you have received for your booth space. If you have any questions about your invoice, please contact John Benson by e-mail at [john@defsecwest.ca](mailto:john@defsecwest.ca) or by phone at (902) 237-9805. Companies who have not paid their booth invoice in full will not be permitted to set up on the floor until payment is received.
2. Book your accommodation as early as possible to ensure availability as local hotels (especially those closest to the venue) are expected to fill very fast during the week of our event. To find out more details about the discounted room blocks at our partner hotels and/or to book your room, see **Page 9**.
3. Make arrangements for transportation to the venue. Depending on where you are coming from, this could be as simple as driving and parking OR as complex as flying and getting transportation to downtown Calgary upon arrival. We have helpful resources for both options on **Page 6** and **Page 7** of this Manual respectively.

And if you are travelling from outside of Canada, make sure that you are aware of the requirements for entering into Canada, see **Page 8** of this Manual.

4. Arrange for any services related to your booth (contact info for all service providers can be found on **Page 27**):
  - a. Our **Official Exhibit Rental Provider** is **Traction X**. They specialize in creating and installing custom portable/turnkey displays & accessories. Contact their client team with any questions.
  - b. If all your material can be directly carried into the building by an individual going to your booth to setup in a single trip (ie. carried OR rolled in on 2 wheels), you do not need to deal with **Global Convention Services** for material handling.

Again, only If you can do so in a single trip, material may be brought in through one of the pedestrian entrances to the Calgary TELUS Convention Centre, then proceeding directly to the Calian Exhibition Hall on the Exhibition Hall LEVEL. If you are parked underground at the Calgary TELUS Convention Centre Parkade (Lot 60), then please take the elevator, exit on the TELUS Rooms LEVEL, and then proceed up to your booth on the Exhibition Hall LEVEL.

If you are not able to carry your materials in a single trip (ie. it is large/heavy enough to require a dolly, etc.), then you MUST use **Global Convention Services** to do your **material handling** via the North Loading Dock located on First Street SE. This service is not included with your booth, so be sure to contact Global Convention Services and fill out their requisite pages for Material Handling included as part of Annex A. If you require any additional handling such as **advance shipments** to their warehouse and **pre/post-show storage**, you should also contact them and make those arrangements directly. Costs for these services will be provided and billed directly to you by them.

- c. An **Exhibitor Appointed Contractor (EAC)** is a third-party contractor hired by you, the exhibitor, to provide assistance with your equipment, display, or products during move-in/move-out and is not an employee of your company or from Global Convention Services. If this is the arrangement you have for your booth setup and teardown, you MUST submit a completed EAC form (see **Annex F**) by e-mail to [registration@defsecwest.ca](mailto:registration@defsecwest.ca) NO LATER than **March 2, 2026**.
- d. Our **Exclusive Materials Handling Partner and Official Trade Show & Exhibit Services Provider** is **Global Convention Services**. As noted above, they can handle your booth materials on arrival and departure from the Calgary TELUS Convention Centre. They also provide warehousing, electrical services, vehicle marshalling, wired internet services, booth decorating services, plants, furnishings, cleaning, turnkey setups and much more. They generally offer advance discounted pricing, but to take advantage of it, you must place your order and send payment in full by **March 4, 2026**. Their Exhibitor Kit is included as

**Annex A** of this Manual. Also, you must place any Advance (ie. not on-site) Orders no later than **March 18, 2026**. Be sure to contact Christina Williams if you have any questions.

- e. **Encore** are our technology experts and **Official Audio/Visual, Presentation Staging and Lighting Services Provider**. Please contact them regarding audio/visual requirements, lighting services, presentation staging services, digital services, and electronics equipment rentals. The A/V order form is included as **Annex B** of this Manual. Contact Jason Wright to inquire.

They are also our **Exclusive Rigging Services Provider**. You should contact them for a quote and order for any rigging services (i.e. anything that needs to be hung/suspended above your booth area) that you require. Their Rigging order form is in this Manual as **Annex C**. Contact Jason Wright to inquire.

- f. If you are considering a form of on-site catering (i.e. Food & Beverage Service) at any time throughout the event week, all requests must first go through the Show Management team for review. Once reviewed, the **Exclusive Provider of Catering Services** to work with is **Marriott Calgary Downtown**. Contact Megan Angelini to inquire.
5. You will be sent a personalized e-mail (*expected to be in the first week of February*) with instructions on how to login to our Interactive Floorplan and Company Profile Web Platform, so that you can edit your own company's profile listing. We use a system called ExpoFP. You will be able to post all your relevant company contact information, description, etc. Also, your profile can be enhanced with social media links, file downloads and multimedia (i.e. photos & video). The sooner you login to update your profile, the sooner it is visible to everyone both online and on-site at our interactive floorplan kiosks. We will NOT have a printed publication, so this listing via our online platforms will replace what you would normally have written in a printed edition. Logos are automatically included with your listing and we will reach out directly to you if we do not already have a current logo on file for your company.

Any questions regarding your listing should be directed to John Benson, who can be reached via e-mail at [john@defsecwest.ca](mailto:john@defsecwest.ca) or by phone at (902) 237-9805.

6. Registration for exhibitors will be completely online. ALL attendees **MUST** be registered individually. A link will be sent out to all exhibiting companies, as well as posted on our web site once live. All attendees will either "pay" by using a coupon code provided in a separate e-mail to each exhibiting company for their "included" passes OR they will be required to pay by credit card AS they register. There is no post-event billing this year for attendees. A full description of the process to register is included on **Page 34** of this Manual.
7. Plan your meals ahead, especially your lunch. It is important to note that this year **no attendee passes of any kind include** any meals at the venue. There are over 20 restaurants just within a 3-block radius of the Calgary TELUS Convention Centre and even more just outside of that distance. Beyond ensuring you have proper nutrition and energy while at the Show, your meal times are a great way to make informal (or even formal) introductions and to network with others attending the Show.

However, we highly recommend that when possible, you make reservations at local restaurants, as those closest to the venue and nearby hotels will fill the fastest all through the week and you may encounter longer than planned waits. You can find helpful resources for meals on **Page 44** of this Manual. The CTCC also has a great program known as "Love Your Lanyard" which provides discounts and/or special offers at nearby places, simply by showing your DEFSEC West event pass while there. You can find out more about this program on **Page 43** of this Manual.

8. We offer a couple options for advertising at the Show. If you would like to have an insert placed into the bags being given to all the attendees, please inquire with us as you can purchase this opportunity for a nominal fee of **\$400 + GST**. We will be printing and handing out 700 Attendee Bags this year, so you will need to provide 700 of the particular item that you will be including in the bag. Your orders to provide inserts should be placed with us by **March 2, 2026**, and we will need to know what you plan to insert (most often this is a brochure), as we have a few restrictions which will be discussed at the time of placing the order. The items that you are sending to be inserted should be received **no later than March 13, 2026**.

For any questions or to place an order, please contact John Benson, who can be reached via e-mail at [john@defsecwest.ca](mailto:john@defsecwest.ca) or by phone at **(902) 237-9805**. The shipping address will be determined on WHEN the items are ready to send, so that will be part of the discussion with Show Management.

9. We are also adding another option for advertising at the Show. There are key, **high-traffic areas we have identified within the venue that can have your branding** on it for a fee. It is a great way to get the attention of attendees as they proceed back and forth around key areas of the venue. For example, you can use it to drive traffic directly to your booth, or provide contact info for business development, send visitors to your web site and/or social media, etc.

You can provide press-ready artwork (exact specs to be shared when placing the order). We can assist you with final prep of artwork for submission to the printer used by CTCC. The fee you pay includes the professional printing, installation and removal of your branding for the agreed upon area. The absolute deadline for final submission of branding artwork is **February 20, 2026**. We have produced a **Venue Advertising Catalog** which is included as **Annex E** of this Manual. Locations, print dimensions and pricing are all included in the catalog.

10. If your company requires a dedicated private meeting room, we have several available for rent for one or both days (Wednesday & Thursday) during the Show.

Private, lockable and permanent rooms are located on the TELUS Rooms level of the Calgary TELUS Convention Centre. These are larger and cater better to larger meeting spaces, demo areas and room for doing small, private workshops. They are not affected by noise from any adjacent rooms. Due to their size, they can also be easily branded by the company renting the space by using pop-up banners, etc.

We also have a row of smaller, 10' x 10' temporary hardwall meeting rooms constructed in the back left corner of the Calian Exhibition Hall which are available for rent. These are suited more for meetings up to 4, maybe 6 people or for one-on-one presentations. Being located directly on the floor, they are more convenient to access, especially if hosting a series of meetings all through the event. They are also lockable, but typically do not have a roof, so can be more sensitive to the ambient noise of the floor.

More detailed information about the private meeting rooms can be found on **Page 24** of this Manual. Please direct any questions and/or orders to Colin Stephenson, who can be reached via e-mail at [colin@defsecwest.ca](mailto:colin@defsecwest.ca) or by phone at **(403) 463-5054**.

11. One of the key features of DEFSEC West is our facilitated B2B Meetings Program, sponsored this year by Government of Alberta.

We will be using an all-in-one web platform combining matchmaking, messaging and scheduling for the meetings. An important note is that we will only be facilitating in-person meetings at our event – virtual/online meetings will NOT be offered.

Full details of this highly popular program can be found on **Page 23** of this Manual. Be sure to register to attend the Show earlier on, so you can gain access to the meetings platform in a timely fashion before the Show.

12. Correspondingly with the technologies we make available, then **plan your activities** taking place while on-site at our event. These can include:

- a. Visiting the Calian Exhibition Hall and viewing the exhibiting company booths.
- b. Participating in networking opportunities and social events.
- c. Attending the presentations and panels in-person and watching what they missed or would like to view again via the on-demand videos that will be made available online AFTER the event for registered attendees.

- d. Meeting with other attendees, both in-person and virtually to conduct and develop your business.
- e. Take note of several peripheral/related activities taking place during the week of DEFSEC West and participate in those that interest you. We will post any events we are made aware of on our web site.
- f. And enjoy the warm hospitality of the people of Calgary and Alberta in general!

13. If you have special requests for your booth or require special arrangements or simply need a question answered, please do not hesitate to contact us. We'll do our very best to assist you!

Contact Show Management by e-mail at [registration@defsecwest.ca](mailto:registration@defsecwest.ca).

## PARTICIPATING :: Advertising in the Attendee Bags

We offer a couple options for advertising at the Show. If you would like to have an insert placed into the bags being given to all the attendees, please inquire with us - you can purchase this opportunity for a **nominal fee of \$400 + GST**.

We will be printing, filling and handing out 700 Attendee Bags this year, so you will need to provide 700 of the particular item that you will be including in the bag.



Your **order to provide inserts should be placed with us by March 2, 2026**. We will need to know what type of item you plan to insert - most often this is a brochure, rack card, postcard, etc. We do have a few restrictions as to what can be placed in the bags, and the shipping address, which is date-dependent, will need to be discussed at the time of placing the order. The items that you are sending to be inserted **should be received no later than March 13, 2026**.

For any questions or if you would like to place an order, please contact John Benson, who can be reached via e-mail at [john@defsecwest.ca](mailto:john@defsecwest.ca) or by phone at **(902) 237-9805**.

## PARTICIPATING :: The “Love Your Lanyard” Program

Community is at the heart of all that CTCC does. As a visitor, your event lanyard is your passport to exclusive deals from partner restaurants and attractions throughout the downtown neighbourhood. It's our way of extending the CTCC experience to your Calgary journey. With excitement filling up your schedules, we kindly encourage guests to make reservations ahead of time to ensure seating during your breaks.

Simply show your DEFSEC West event pass at the following list of participating locations for a discount or special offer:

- Milestones
- One18 Empire
- Teatro Ristorante
- Centini Restaurant and Lounge
- A&W
- Rosso Coffee Roasters
- Baker's Café (Main floor of the Hyatt Regency Calgary)
- El Furniture Warehouse
- FinePrint
- Hawthorn (inside the Fairmont Palliser)
- Deville Coffee
- Social Beer Haus
- King Eddy
- Studio Bell, home of the National Music Centre
- Eighth Avenue Trattoria (E.A.T.)
- Cucina Market & Bistro
- Alforno

*The full details and latest version of this list can be found online at: <https://calgary-convention.com/attend/lanyard/>*

# PARTICIPATING :: Exploring the City of Calgary

Calgary is known for its Western hospitality, and the city provides many options for you to see and enjoy while in the city attending DEFSEC West.

## Explore the Downtown Core

Calgary's downtown core has it all: restaurants, pubs, arts and culture and great public spaces. This vibrant neighbourhood features over 2,500 businesses scattered throughout 120 blocks of the city centre.

- **Food & Drinks**  
<https://exploredowntownyyc.com/communities/downtown-core/#food-and-drinks>
- **Shopping & Services**  
<https://exploredowntownyyc.com/communities/downtown-core/#shopping-and-services>
- **Public Art and Outdoor Spaces**  
<https://exploredowntownyyc.com/communities/downtown-core/#art-and-outdoor-spaces>
- **Getting Around**  
<https://exploredowntownyyc.com/communities/downtown-core/#getting-around>

## Ways to Reach Downtown

There are plenty of ways to get to downtown Calgary. Explore your options to find the most convenient and efficient route for your visit.

- **Driving & Parking**  
<https://exploredowntownyyc.com/getting-around/driving-parking/>
- **Public Transit**  
<https://exploredowntownyyc.com/getting-around/calgary-transit/>
- **Walking and the PLUS 15 Network**  
<https://exploredowntownyyc.com/getting-around/walking/>

## City of Calgary Tourism

*"Blue skies ahead. Detours encouraged. 333 days of sun, and nights you can't forecast. Calgary is where western hospitality meets Rocky Mountain adventures. It's patios and public art. Pancake breakfasts and prairie skies. Plus, there's penguins."*

- **Visit Tourism Calgary to find out more...**  
<https://www.visitcalgary.com/>

# **SERVICE PROVIDER DOCUMENTS**

ANNEX A - Global Convention Services Exhibitor Kit

ANNEX B - Encore Audio/Visual Order Form

ANNEX C - Encore Sign/Banner Hanging and Removal Order Form

ANNEX D - Traction X Exhibit Rental Catalog

ANNEX E - Calgary TELUS Convention Centre Venue Advertising Catalog

ANNEX F - Exhibitor Appointed Contractor (EAC) Information Request Form (fillable)

ANNEX G - IAEE Guidelines for Display Rules and Regulations (2023 Update)

# **ANNEX A**

Global Convention Services Exhibitor Kit

## DEFSEC West 2026

March 24-26, 2026

Calgary TELUS Convention Centre, Calgary, AB

Dear Exhibitor,

Global Convention Services is pleased to be appointed by Show Management as the official Service Contractor for this event. In the following pages, please find the necessary forms and information that will assist you with a successful exhibition experience.

Be sure to take advantage of discounted rates on various items. To receive the discounted rate, submit your completed forms along with Payment Form by Wednesday, March 4, 2026.

Should you have any questions, please feel free to contact our Exhibitor Services team who will be happy to assist you with your needs.

We look forward to working with you on this event and wish you a successful show.

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**DEFSEC West 2026**

March 24-26, 2026

Calgary TELUS Convention Centre, Various

Calgary, AB

EVENT ID: 10851

**SERVICE CONTRACTOR CONTACT****GLOBAL CONVENTION SERVICES**

6693 30th Street SE, Calgary, AB, T2C 1N6

Phone: (403) 218-7891

Email: [essgroup@globalconvention.ca](mailto:essgroup@globalconvention.ca)**BOOTH EQUIPMENT****Each STANDARD 10' wide x 10' deep Exhibition Hall Booth Package consists of the following:**

\* 8' High Backwall Drape and 3' High Sidewall Drape - Black

\* One (1) 120 volt, 15 amp electrical outlet (only ONE included REGARDLESS of size of booth)

\*\* The Trade Show floor is NOT carpeted. Refer to the Carpet Order Form to rent carpet for your booth space.

**PRICING DEADLINES**

In order to receive discounted rates on selected items, we must receive your order and payment by the advance price deadline. Orders received after this date will be subject to Retail prices.

**ADVANCE PRICE DEADLINE****March 4, 2026**

Ordering for this event will be available until the ordering deadline. Please contact our Exhibitor Services Department for availability after this date.

**ORDERING DEADLINE****March 18, 2026****EXHIBITOR MOVE-IN**

Sunday	March 22, 2026	7:00 AM	-	6:00 PM	(Floor Layout & Official Suppliers Move-In; Early Move-In Begins for Pre-Arranged Exhibitors)
Monday	March 23, 2026	7:00 AM	-	8:00 PM	(Early Move-In Continues for Pre-Arranged Exhibitors)
Tuesday	March 24, 2026	8:00 AM	-	6:00 PM	(All Other Exhibitors Move-In Date / Everyone must be finished by 6:00 PM)

\*\* Any Early Move-Ins MUST be approved and pre-arranged through Show Management (contact [john@defsecwest.ca](mailto:john@defsecwest.ca)) \*\***EXHIBITION DATES**

Tuesday	March 24, 2026	7:00 PM	-	9:00 PM	(Opening Reception ONLY – Exhibition Floor is NOT Open)
Wednesday	March 25, 2026	8:00 AM	-	5:00 PM	(Exhibition Floor Open until 4:00 PM – Reception runs from 4:00 PM – 5:00 PM)
Thursday	March 26, 2026	8:00 AM	-	4:00 PM	(Exhibition Floor Open)

**EXHIBITOR MOVE-OUT**

Thursday	March 26, 2026	4:00 PM	-	12:00 AM	(Most Exhibitors MUST be torn-down and out of the venue)
Friday	March 27, 2026	7:00 AM	-	12:00 PM	(Late Move-Out ONLY as needed for Official Suppliers and Exhibitors who have Pre-Arranged)

\*\* Any Late Move-Outs MUST be approved and pre-arranged through Show Management (contact [john@defsecwest.ca](mailto:john@defsecwest.ca)) \*\***MATERIAL HANDLING**

\*\* Global Convention Services does not offer shipping, customs, or brokerage services. Please refer to the Material Handling pages for further information, costs and shipping labels.

**ADVANCE SHIPMENTS:** To arrive between the dates indicated below. Freight received at advance warehouse prior to or after these dates will be subject to a 20% surcharge.

**START DATE** Friday, February 20, 2026**END DATE** Monday, March 16, 2026

To expedite the move-in process, we highly recommend sending all materials to the Global Advance Warehouse.

\*\* In the event that a forklift is not available on show site for this event, additional fees will apply if a forklift is required for your materials.

\*\* Additional fees may be incurred if freight requires special handling from/to receiving doors to

**DIRECT TO SITE SHIPMENTS:** To arrive during scheduled exhibitor move-in times or up to 3 business days prior to move-in!!!

\*\* Freight received at venue in advance of exhibitor move-in risk having freight either refused by the venue or re-directed to Global Advance Warehouse, with expenses and fees billed back to exhibitor.

\*\* Please note: All freight coming into The Calgary TELUS Convention Centre will be subject to material handling fees. Refer to pages 15-19 for all Global material handling rates. \*\*\*

**POST-SHOW STRANDED FREIGHT:** Any freight left on the show floor at conclusion of Global tear-down will either be shipped by the official carrier or re-directed to Global Advance Warehouse with all costs billed back to exhibitor.



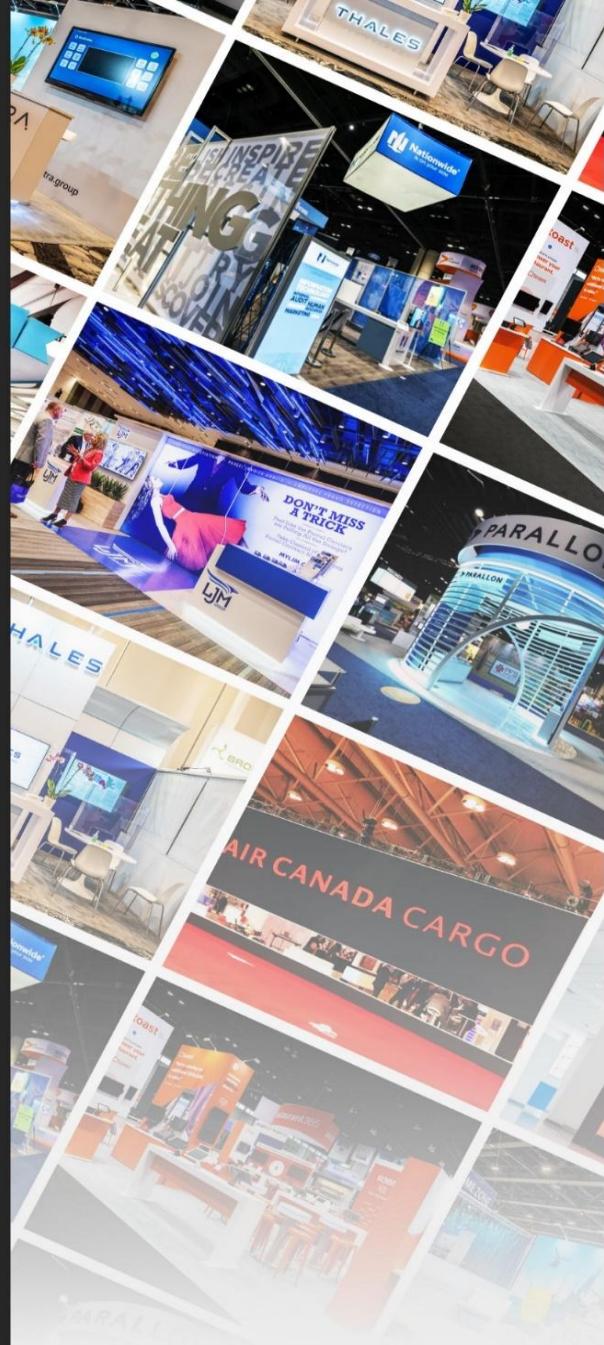
# Want to really **STAND OUT** In the crowd?

Custom Built Exhibit Booths  
and Accessories

Please contact us at  
[info@globalconvention.ca](mailto:info@globalconvention.ca)

**To Get A Quote**

[globalconvention.ca](http://globalconvention.ca)



**MAILING ADDRESS: 120 NINTH AVENUE SOUTHEAST, CALGARY, ALBERTA, CANADA T2G 0P3 PH 403.261.8500 FX 403.261.8510**

The Calgary Convention Centre Authority (CCCA) is the operator of the Calgary TELUS Convention Centre

**1. EXCLUSIVE SERVICES**

- a) Electrical: For tradeshows, all electrical requirements will be coordinated through Global Convention Services (GCS) at 403.273.8064. Sharing of power between exhibitors is not allowed. Each exhibitor must order their own power. The GBC or the CTCC reserves the right to refuse service for situations deemed unsafe. Current rates will be charged to the exhibitor, see Electrical order form for pricing and conditions
- b) Telecommunications Services: The CTCC is the exclusive provider of all telecommunication services including installation, networking of telephone, data, ISDN, internet, cable TV, fibre optic and satellite connections. Arrangements for these services can be made through Global Convention Services Internet Order Form.
- c) Utility Services: The CTCC has compressed air and cold-water hook-ups available in Exhibition Halls C,D,E and Annex only - See Global Convention Services Utilities order form for pricing and conditions.
- d) Security: The CTCC will provide all security requirements in the facility. Security arrangements for tradeshows are coordinated through the Show Manager. If individual exhibitors wish to arrange for security for their booth, please contact the Operations Department at 403.261.8559.
- e) Business Services: The Business Services Centre is located on the main level of the north building and can be reached by dialing 3333 from any house phone. They are the on-site to order services provided by the CTCC. The Business Services Centre also provides various services including photocopying, printing, sells basic stationary supplies, at a charge.
- f) Banner Hanging and Rigging: ENCORE is the exclusive provider of banner hanging and removal for tradeshows in CTCC. For the protection of the CTCC facility, no materials of any kind may be affixed to the ceiling or to any walls, whether painted, wooden, vinyl or glass, by any method whatsoever without CTCC or ENCORE's approval.
- g) Material Handling: Global Convention Services is one of the exclusive material-handler for the CTCC.
- h) Catering: The Marriott Calgary Downtown Hotel is the exclusive caterer to the CTCC. No outside food and/or beverage may be brought in the facility by the Show Manager, its exhibitors, participants, or suppliers unless approved by the Marriott Calgary Downtown Hotel. i.e., food samples, ice cream, bottled water, etc. For menu selections, please see the Exhibitor Catering Order form or contact the Catering Department at 403.261.8500.

**2. PREFERRED SERVICES**

- a) Audio Visual Services: ENCORE is the in-house supplier of all audio-visual equipment and lighting, within the CTCC. All arrangements should be made through the conference sales at 403.261.8555. The CTCC reserves the right to determine maximum sound levels and minimum lighting levels used in any room.
- b) Show Services: Global Convention Services Service is the in-house supplier of show services. All arrangements for show services can be made by contacting their office at 403.273.8064

**3. ORDERING OF SERVICES AND ORDER FORMS**

- a) Order forms are available from the Global Convention Services website at [www.globalconvention.ca](http://www.globalconvention.ca) or by calling 403.273.8064.
- b) Global Convention Services will have an on-site desk located by the trade show floor area.

**4. PRIME CONTRACTOR**

The Occupational Health and Safety of Act of Alberta, requires that a "prime contractor" for the purpose of safety be designated for a work site if there are two or more employers working at the same time. The role of Prime Contractor for Safety is assigned to the Calgary Convention Centre Authority (CCCA), the operator of the Calgary TELUS Convention Centre.

**5. OCCUPATIONAL HEALTH AND SAFETY**

Everyone must comply with the Occupational Health and Safety Act of Alberta (regulations and safety codes) and the CTCC requirements and policies in place at the time of the Event. Written pre-job hazard assessments may be required for workers, contractors and service providers coming into the CTCC.

**6. AGE REQUIREMENTS**

Due to safety concerns when forklifts and vehicles are in operation, persons under the age of sixteen (16) are prohibited from being in the Space during move-in and move-out.

**7. PRE-JOB HAZARD ASSESSMENTS**

The Occupational Health and Safety Code of Alberta, Part 2 (Sections 7 to 10) defines an Employer's legal responsibilities for hazard assessment, elimination, and control. Due to significant hazards associated with particular type of work, a written pre-job hazard assessment may be required to be prepared by the Exhibitor, Exhibitor Guests or Suppliers to the Exhibitor and/or Exhibitor Guests, as determined by CCCA. It is the responsibility of the applicable Employer to complete pre-job hazard assessments for their workers. Pre-job hazards may be required - but not limited to - the following tasks or functions:

- a) Assembly of booths over 8 feet in height;
- b) Movement of large exhibits, pieces of equipment or vehicles within the CTCC;
- c) Use of forklifts, scissor lifts or other vehicular machinery;
- d) Use of ladders;
- e) Assembly of staging;

- f) Use of tools (such as saws, hammers, etc.); and
- g) Rigging.

#### **8. GENERAL SAFETY OBLIGATIONS**

The Occupational Health and Safety Act of Alberta, defines the safety obligations of employers, workers, suppliers, and contractors (etc.). Every person or legal entity entering the CTCC for the purpose of performing work must take reasonable care, cooperate, and comply with the Occupational Health and Safety Act, Regulation and Code of Alberta, and the CCCA's requirements and policies to protect the health and safety of themselves and others. Everyone shall:

- a) Only perform work, handle chemicals, or operate equipment if trained and authorized to do so.
- b) Do not permit a worker who is not competent to perform work, or who may endanger him or herself or others, to work without direct supervision of another worker who is competent to perform the work;
- c) Report all injuries, unsafe acts, and conditions, including "near miss" incidents, to the CTCC security immediately. **Emergency contact number: 403-261-8573 or ext. 8573 (from house phone);**
- d) If qualified to do so, correct hazards immediately, then report any hazardous condition or incident to the CTCC Security.
- e) Not consume or possess alcohol, or illegal drugs;
- f) Not fight, engage in horseplay, or otherwise interfere with other workers or persons;
- g) Not commit or engage in theft, vandalism, or any other abuse of misuse of CTCC or any property therein;
- h) Wear appropriate personal protective equipment and wear proper fall protection equipment while working at elevated heights where a fall protection system is installed;
- i) Carry out all work in a safe manner as per the job procedure or the completed pre-job hazard assessment;
- j) Use extreme caution and move away from areas where forklifts and vehicles are operating during move-in and move-out;
- k) Do not remove, damage, alter or destroy any safeguard, safety device, notice or warning signage used in the CTCC;
- l) Immediately report any equipment that:
  - i. Is in a condition that will compromise the health or safety of workers using or transporting it;
  - ii. Will not perform the function for which it is intended or was designed;
  - iii. Is not strong enough for its purpose; or
  - iv. Has an obvious defect.

#### **9. EMERGENCY PROCEDURES AND EVACUATION**

- a) In the event of an emergency, all work shall cease until clear instructions are given to proceed. Listen to instructions via the public address system. The CTCC has fire alarm pull boxes located near all designated exits. Smoke detectors are also located throughout the CTCC's ventilation system.
- b) If for any reason the CTCC, or any part of it, must be evacuated, instructions will be given via the CTCC's public address system.

#### **10. FIRST AID**

The CTCC has unattended first aid rooms located on the lower level of the South Building and the Plus 15 level of the North Building. First aid boxes are located in the service corridor of Exhibition Hall CDE. Contact CTCC Security at 403.261.8573 (or ext. 8573 on any house phone) in the event first aid is required.

#### **11. FIRE REGULATIONS - These requirements have been prepared in conjunction with Calgary Fire Department. For further clarification please see the Calgary Fire Department Special Event Requirements (Dated August 2011) posted on the City of Calgary website:**

<https://www.calgary.ca/cspc/fire/inspections-investigations-and-permitting/indoor-special-event-fire-code-requirements.html>

- a) Exhibitor's materials and/or equipment, etc. must remain within the space assigned.
- b) Aisles must be kept clean and uncluttered at all times. The following aisle widths must be always maintained for trade and consumer shows: at the front and back of the Exhibition Hall CDEX 11.5 feet or 3.5 metres and the cross aisles are 8 feet or 2.5 metres.
- c) Fire exits, hose cabinets and pull stations are to be in full view and kept clear at all times.
- d) Decorative materials, tents, canopies, etc. (See the Calgary Fire Department Indoor Special Event Requirements for further details).
- e) All commercial made materials used for draping or decorating, such as, but not limited to, drapes, signs, banners, acoustical material, hay/straw, split bamboo, plastic cloth, canvas, etc. shall be of non-flammable material and shall conform to CAN/ULC-S109 standard. The exhibitor will have to conduct must provide certificates and labels on items available for the CFD or a representative of the CTCC.
  - i. All non-commercial decorative materials used for draping or decorating must be treated and maintained in a flame retardant condition with the use of flame retardant . solution. Appropriate document must be provided showing which product was used and when it was treated. The flame retardant product used on the decorative material must conform to CAN/ULC-S109 standards. In addition, the Exhibitor must conduct a match flame test in NFPA705, "Field Film Test for Textiles and Films." Copies of the appropriate documentation on the product used, the MSDS for the product and a sample of the match flame test must be available for CFD or CCCA representative must be available for review. The Fire Department or the CTCC may choose to test any materials brought into the CTCC. Materials in violation shall be immediately removed from the building.
  - ii. Tents, canopies, etc. must be approved for indoor use and have a permanently attached label indicating conformance to CAN/ULC-S109. Displaying of tents, canopy, etc. must conform to the requirements in the Calgary Fire Department Indoor Special Event Requirements document.
- f) Packing materials (such as excelsior-shredded paper and the like) must be returned to the empty cartons. Accumulation of these materials and empty cartons or crates is prohibited in the booth area. Storage of these items must be arranged with your show services provider.
- g) No hazardous display of any nature will be permitted in any areas of the CTCC. This includes open flames, hot coals, candles, LPG (liquid propane gas) lighters, charcoal grills, flammable gases, liquids or solids, LPG containers, toxic gases, liquids or solids, hazardous chemicals or any hazardous gas, liquid or solid of a similar nature.

- h) No propane is allowed in the CTCC.
- i) Helium-filled balloons are permitted in the facility. Helium tanks must be stored at the loading dock. Helium and compressed air tanks, while in use and/or being transported to the room(s), are to be secured on an appropriate cart. An hourly labour charge will be levied for removal of balloons that have risen to the ceiling.
- j) SDS (Safety Data Sheets) will need to be provided to the CTCC for products brought into the facility. Please contact the Operations Department for additional information.
- k) If vehicles are being brought in, minimum gas levels apply. See Section 17.
- l) Open Flame – Approval must be obtained from the CTCC, please contact Operations Department at 403-261-8559 and an open flame permit must be obtained from the CFD.

## 12. BOOTH SET UPS AND DISPLAYS

- a) Booth construction must conform to applicable building codes including electrical, plumbing, etc.
- b) All work carried out by the Exhibitor, or its contractor must conform to Occupational Health and Safety and WCB regulations of Alberta.
- c) The CTCC or GBC does not provide tools or ladders for the set-up or dismantling of your booth.

## 13. HOUSEKEEPING

- a) Booth cleaning can be arranged through your Show Service Contractor.
- b) All tape used to mark booth space and/or to hold down carpet must be removed at completion of the show. Any tape residue left from Exhibitor's carpet will be subject to a clean-up charge.
- c) Exhibitors must put all garbage in plastic bags in the large waste containers provided by the CTCC at the end of each set-up or move-in or move-out days, as applicable.

## 14. SHIPMENTS, DELIVERIES, STORAGE, ELEVATORS

- a) All shipments, equipment, or items for your tradeshow booth coming into the CTCC must arrive and depart through the designated loading dock.
- b) All shipments must be prepaid. COLLECT SHIPMENTS WILL NOT BE ACCEPTED.
- c) Shipments sent prior to the first move in date need to go to Global Convention Service warehouse. Shipments sent to the CTCC prior to the first scheduled move-in day may be refused unless prior arrangements have been made with Global Convention Service. Address the shipment as follows:

**Global Convention Service Warehouse Address for Advance or Post-Shipment delivers/pick-ups – Shipments/Freight accepted//picked up - Monday to Friday, 9 am to 3pm MST.**

Tradeshow Name and Show Date  
Exhibitor's Company Name  
Booth Number and Room Name  
c/o Global Convention Services  
6693 30th Street SE Calgary, AB, T2C 1N6

- d) **Deliveries scheduled to arrive on the day of the first move in date should be addressed as follows:**

Tradeshow Name and Show Date  
Exhibitor's Company Name  
Booth Number and Room Name  
c/o Calgary TELUS Convention Centre North Loading Dock  
705 – 1<sup>st</sup> Street S.E. Calgary, Alberta T2G 2G9 Canada

- e) **All shipments delivered to the CTCC loading docks are subject to a material handling charge from Global Convention Services.** Exhibitors may be subject to a transportation fee for freight brought from a hotel or the parkade.
- f) Exhibitors are responsible for all courier, customs, brokerage services, etc. for their booth.
- g) Exhibitor materials, equipment etc. left from a booth will be charged a storage fee before items will be released. If the items are left more than 30 days, the items will be disposed of at the CTCC's discretion.
- h) The loading dock areas are for loading and unloading only; vehicles left unattended will be towed at the owner's expense.
- i) Freight Elevators, when in use, will be manned and controlled by operators with Global Convention Services or CTCC. Load restrictions:
  - i. North Loading Dock: butterfly ramp: height 13'-6" x width 14'-10": maximum 350 lbs./ft<sup>2</sup> on the dock and Exhibition Hall; and
  - ii. South Loading Dock: elevator load: height 12'-7" x width 9'-2" x length 32'-9"; maximum 30,000 lbs.;

## 15. COOKING/SAMPLES

- a) Cooking of food or deep fat frying is not permitted in the CTCC exhibit areas.
- b) Must have approval from the CTCC prior to any warming of foods, supplying of food samples or bottled water within the CTCC.
- c) Equipment used for warming must be electric and shall be listed and labelled for commercial use (not residential) by a recognized testing laboratory (i.e., CSA or ULC). Residential appliances shall only be permitted if they are part of a demonstration and approved by the CTCC and the Calgary Fire Department (CFD).
- d) All guidelines/regulations and permits must be followed/obtained as specified from Alberta Health Services.
- e) All guidelines/regulations must be followed as specified in the Calgary Fire Department Indoor Special Event Requirements, Section for Cooking/Warming and Demonstration Cooking.
- f) A fire extinguisher is required in the booth when cooking equipment is present; if you require one, please contact Operations Department at 403-261-8559 for rental prices.

**16. VEHICLES**

- a) Load Limits: If a GVW (Gross Vehicle Weight) is not available, it may be necessary to obtain document from the nearest weigh scale.
- b) Cleaning of Vehicles: Cars, trucks and machinery for display must be washed and cleaned before being admitted to the building. Protective sheets of plastic must be placed underneath to prevent stains. Cars, trucks, and machinery for display must be washed and cleaned before being admitted to the building and protective sheets of plastic must be placed underneath to prevent stains. Waxing of vehicle(s), including tire, is not permitted at the CTCC unless the vehicles is placed on plastic sheets and the floor is protected. The cleaning/removing of any polishing/cleaning product residue from the floor will be charged directly to the Show Manager. Acceptable polishing product is available at the CTCC Business Services Centre located on the main level of the north building.
- c) Fuel Tank Levels: Fuel tanks will be kept at less than one-quarter (25%) of the tank capacity or 20L whichever is less in each vehicle. All fuel tank caps must be locked or be properly sealed with approved tape i.e., masking tape or cloth tape.
- d) Smoke Detectors and Fire Extinguisher - Vehicles, boats, RV's trailers, Buses, and similar exhibited products between 9.3m<sup>2</sup> and 27.9 m<sup>2</sup> of roof area, with a source of ignition, external power or vehicle batteries still connected, shall have a one single station smoke alarm installed on each level of the vehicle and a 2A-10BC fire extinguisher. During non-show hours, a window in vehicle must be left open to ensure smoke alarm can be heard.

**17. AERIAL DRONES**

Aerial Drones/Unmanned Aerial Vehicles (UAV) are defined as any "powered" remote-controlled, unmanned aircraft device under the operation of one or multiple persons. The Authority must review and approve requests to operate Aerial Drones/UAV within a Client's contracted space in the Calgary TELUS Convention Centre. The review process will be based on provisions requested by the Authority and all safety parameters are met, (Transport Canada and Canadian Aviation Regulations on safety parameters shall be applied during the review/approval process). Please contact the Operations Department at 403-261-8559 for more information.

**18. ANIMALS**

Animals or pets, except for service animals, are not permitted in the CTCC unless it is an approved exhibit, activity or performance legitimately requiring the use of animals; written approval must be obtained from the CTCC prior to animal or pet being brought into the CTCC. Such animals or pets that have been approved must be on a leash or in a secured and enclosed pen, and under control at all times. The owner must take full responsibility for his or her animal or pet. Please contact Operations Department at 403.261.8559 for the "Animal Authorization Request" form.

**19. SMOKING**

In accordance with City of Calgary by-law 23M2018 and 24M2018 all spaces within Calgary TELUS Convention Centre are non-smoking, this includes smoking, vaping tobacco, cannabis, and other substances.

**20. LOST AND FOUND**

All lost and found articles are catalogued and stored for 30 days at which time they are disposed of at the discretion of the Authority.

**21. RESPECTFUL WORKPLACE POLICY**

The CTCC is committed to providing a work environment that is safe, healthy, and free of discrimination. Any form of discrimination, harassment or violence is unacceptable and will not be tolerated at the CTCC.

**MAILING ADDRESS: 120 NINTH AVENUE SOUTHEAST, CALGARY, ALBERTA, CANADA T2G 0P3 PH 403.261.8500 FX 403.261.8510**

As per the Fire Code any decorative material, such as, but not limited to, drapes, theatre curtains, signs, banners, acoustical material, plastic cloth, plastic displays, canvas, cardboard, canopies etc. shall be of non-flammable material, shall conform to CAN/ULC S2109, "Flame tests of Flame-Resistant Fabrics and Films", or shall be treated and maintained in a flame retardant condition by means of a flame retardant solution to ensure that the material will pass the match flame test in NFPA 705 (National Fire Protection Association) "Field Flame Test or Textiles and and Films".

#### **CANOPIES**

Information below is taken from Calgary Fire Department Indoor Special Event Requirements document. For a complete copy of this document go to The Calgary Fire Department Indoor Special Event Requirements (the link is <http://www.calgary.ca/CSPS/Fire/Documents/CFD-Indoor-Special-Event-Requirements>).

1. Booths that include tents, canopies and/or other structures inside a building shall not be constructed with any roof, ceiling, or other obstruction larger than 27.9 m<sup>2</sup> (300 ft.<sup>2</sup>) without written approval from the Calgary Fire Department. (Also, the Calgary TELUS Convention Centre).
2. Booths that include tents, canopies and/or other structures inside a building having between 9.3 M<sup>2</sup> (100 ft.<sup>2</sup>) and 27.9 m<sup>2</sup> (300 ft.<sup>2</sup>) of room, ceiling or other obstruction shall be provided with a listed single station smoke alarm.
3. Booths that include tents, canopies and/or other structures inside a building having between 9.3 M<sup>2</sup> and 27.9 m<sup>2</sup> (300 ft.<sup>2</sup>) and 27.9 m<sup>2</sup> (300 ft.<sup>2</sup>) of room, ceiling, or other obstruction with a source of ignition shall be provided with a listed single station smoke alarm plus a 2A-10BC fire extinguisher within.
4. Tents and canopies must be approved for indoor use and have a permanently attached label indicating conformance to CAN/ULC-S109, " Flame Tests of Flame-Resistant Fabrics and Films".
5. Minimum of 3 m separation is required between each 27.9 m<sup>2</sup> aggregate of tents, canopies and/or other structures on all sides. An aggregate area exceeding each 27.9 m<sup>2</sup> shall not be permitted.

#### **DECORATIVE MATERIAL – FLAME TEST**

Plastic cloth and certain other plastic materials, nylon, etc. cannot be rendered flame retardant and are prohibited. Any decorative material may be subject to testing. Materials in violation shall be immediately removed from the building.

If the decorative material was commercially made, i.e., banners, curtains, canopies. The material used shall be of a non-flammable material and shall conform to CAN/ULC-S109 standards. The on-site contact for the booth must provide certificates and labels on all items available for CTCC Representative and Calgary Fire Department inspection.

If the decorative material has not been treated with a flame retardant product, then it must be treated using a flame retardant solution (i.e., Pyroguard). You have two options for this:

#### **Option 1**

Have the materials commercially treated. You would need the following information from them:

Information about the product used the MSDS sheet for the product used and when it was treated.

#### **Option 2**

Treat the decorative material with a flame retardant solution (Pyroguard or other similar products can be purchased from your local fire/safety supplier). Once the fabric has been treated a burn test must be conducted on each piece of fabric used to decorate the booth.

Listed below are the materials required and the procedure to conduct a burn test:

To assist you conducting the burn test, you can watch the following you tube video:

<https://www.youtube.com/user/OntarioStagingLtd/videos>

<https://vimeo.com/18346409>

If you have any questions on how to conduct the flame test, please call the City of Calgary 311 or if you are outside of Calgary call 403-268-2489 and they will arrange to have someone from the Calgary Fire Department return your call.

#### **DECORATIVE MATERIAL –FLAME TEST CONTINUED**

#### **CAUTION**

- This method does involve an open flame and unknown factors of how fast and how the material will burn.
- Be sure to work in a well-ventilated area and over a nonflammable surface. Have a fire extinguisher or a large container of water at the test site.
- Some fabrics will ignite and melt. The result is burning drips which can adhere to fabric or skin and cause a serious burn.

#### **REQUIRED MATERIALS**

- Material to be tested
- A pair of tweezers, metal tongs or long steel pliers
- An igniter (match, lighter, etc.).

- A non-flammable work surface
- Container of water
- Catch container (something that will not burn)
- Fire extinguisher

**PROCEDURE**

1. Cut off a piece of the material (approximately 8 inches in length).
2. With the tweezers, hold the piece of material over a non-flammable catch container.
3. With the match or lighter, set the piece on fire and hold for 12 seconds.
4. Watch how the material reacts to the flame.
5. If the fabric passes or fails:

Failed Test: If the material combusts, it is deemed non-self-extinguishing and does not meet CAN/ULC-S109 standards. The fabric will need to be re-treated.

Passed Test: If the fabric passes, put the piece of fabric in a plastic bag. Label it with the date the test was conducted, your booth number and company name. Information on the product used the MSDS sheet for the product used. Have this bag in your booth for when a CTCC Representative comes to the booth or the Calgary Fire Department Inspector.

It is recommended that approval be obtained from the CTCC for all decorative material prior to setting up your booth.

For further regarding your booth set up please see the following:

- Calgary TELUS Convention Centre Regulations for Exhibitors for all regulation regarding your booth set-up.
- The Calgary Fire Department Indoor Special Event Requirements (the link is <http://www.calgary.ca/CSPS/Fire/Documents/CFD-Indoor-Special-Event-Requirements>).
- Your exhibitor package.



6693 30th Street SE, Calgary, AB, T2C 1N6  
Tel: (403) 218-7891  
Email: essgroup@globalconvention.ca

**ADVANCE DEADLINE:** March 4, 2026

**ORDERING DEADLINE:** March 18, 2026

EVENT ID: 10851

**EVENT NAME** DEFSEC West 2026 **DATES** March 24-26, 2026

**Exhibiting Company** \_\_\_\_\_ **Booth #** \_\_\_\_\_

**Contact Name** \_\_\_\_\_ **Booth Size** \_\_\_\_\_

**Phone #** \_\_\_\_\_ **Email** \_\_\_\_\_

<b>TABLES</b> <i>*Dressed tables are show color unless otherwise requested</i>					<b>SEATING</b> <i>*** All items subject to availability ***</i>				
Description	Qty	Advance	Retail	Total	Description	Qty	Advance	Retail	Total
<b>30" Height Tables</b>									
2'x4' Vinyl Top Table - No Skirt		\$83	\$108		Banquet Style Side Chair (Padded Seat & Back)		\$87	\$113	
2'x6' Vinyl Top Table - No Skirt		\$94	\$122		Bar Height Stool w/Wire Back (Padded Seat)		\$144	\$187	
2'x8' Vinyl Top Table - No Skirt		\$111	\$144						
2'x4' Skirted Table (Vinyl Top, Skirted 3 Sides)		\$128	\$166						
2'x6' Skirted Table (Vinyl Top, Skirted 3 Sides)		\$136	\$177						
2'x8' Skirted Table (Vinyl Top, Skirted 3 Sides)		\$154	\$200						
30" High Extra Skirt (To Skirt 4th Side)		\$72	\$94		<b>SUB-TOTAL SEATING</b>				
<b>40" Counter Height Tables</b>									
2'x4' Raised Vinyl Top Table - No Skirt		\$102	\$133		Leather Tufted Padded Stool White ( ) Black ( )		\$202	\$263	
2'x6' Raised Vinyl Top Table - No Skirt		\$117	\$152		Squared Back Leather Club Chair White ( ) Black ( )		\$501	\$651	
2'x8' Raised Vinyl Top Table - No Skirt		\$134	\$174		Squared Back Leather Loveseat White ( ) Black ( )		\$680	\$884	
2'x4' Raised Skirted Table (Vinyl top, Skirted 3 Sides)		\$153	\$199		Squared Back Leather Sofa White ( ) Black ( )		\$743	\$966	
2'x6' Raised Skirted Table (Vinyl top, Skirted 3 Sides)		\$167	\$217						
2'x8' Raised Skirted Table (Vinyl top, Skirted 3 Sides)		\$190	\$247						
40" High Extra Skirt (To Skirt 4th Side)		\$84	\$109		<b>SUB-TOTAL PREMIUM SEATING</b>				
<b>Round Pedestal Tables</b>									
Meeting Table (30" Tall, 30" Dia)		\$120	\$156		<b>DRAPE &amp; HARDWARE</b> <i>*** Rented in 10' Increments ***</i>				
Cruiser Table (40" Tall, 30" Dia)		\$208	\$270		<input type="checkbox"/> Blue	<input type="checkbox"/> Silver	<input type="checkbox"/> Black	<input type="checkbox"/> Green	<input type="checkbox"/> Show
Cruiser Table w/Black Spandex		\$243	\$316		3' High Pipe & Drape - per lin.ft.		\$10.00	\$13.00	
					8' High Pipe & Drape - per lin.ft.		\$12.95	\$16.85	
					Steel Only, No Drape (Bases, 8' Uprights, Crossbar) - per lin.ft.		\$7.45	\$9.69	
					8' High Upright with Baseplate Only - per piece		\$26.00	\$33.00	
					10' Wide Crossbar Only - per piece		\$26.00	\$33.00	
<b>SUB-TOTAL TABLES</b>		<b>SUB-TOTAL DRAPE &amp; HARDWARE</b>							

<b>SUMMARY</b>	
Tables	\$ _____
Seating	\$ _____
Premium Seating	\$ _____
Drape & Hardware	\$ _____
<b>SUB-TOTAL</b>	<b>\$ _____</b>
<i>Carry this total to Method of Payment form</i>	

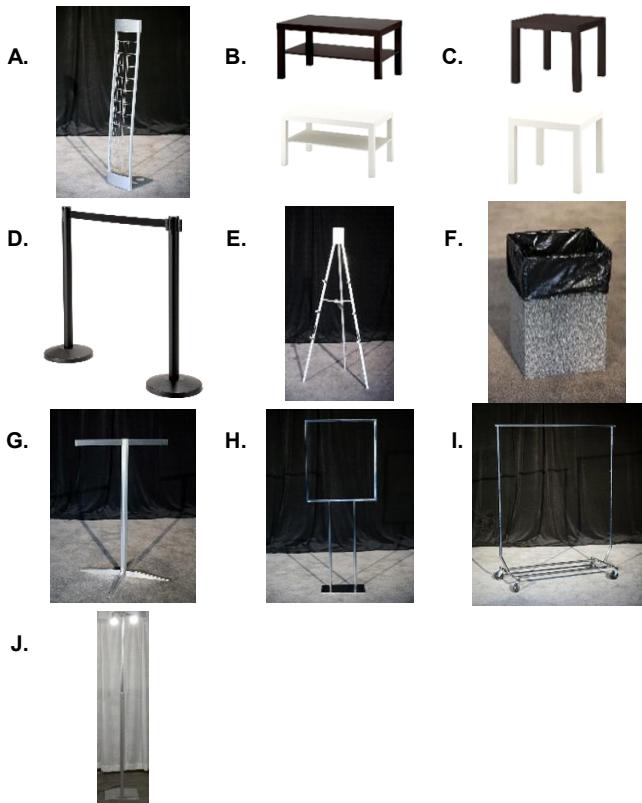
EVENT NAME	DEFSEC West 2026	DATES	March 24-26, 2026
Exhibiting Company		Booth #	
Contact Name		Booth Size	
Phone #	Email		

#### ACCESSORIES

*\* All items subject to availability.*

*\*\*\* Items may not be exactly as shown and may be substituted for similar item. \*\*\**

	Description	Qty	Advance	Retail	Total
A.	Literature Rack (Floor Model)		\$233	\$303	
B.	Coffee Table White ( ) Black ( )		\$215	\$280	
C.	End Table White ( ) Black ( )		\$139	\$181	
D.	Retractable Tape Stanchion - price per stanchion (minimum order of 2)		\$43	\$56	
E.	Easel (Aluminum, Tri-Pod, Floor Model)		\$66	\$86	
F.	Wastebasket		\$30	\$39	
G.	Bag Holder (1m tall, 2 arms)		\$89	\$116	
H.	Sign Holder (22"x28"x5' tall) * Sign Available- See Signage Form		\$100	\$130	
I.	Rolling Coat Rack, Chrome		\$122	\$159	
J.	8' High Lightstand c/w 2-150 watt floodlights (does not include power)		\$81	\$105	



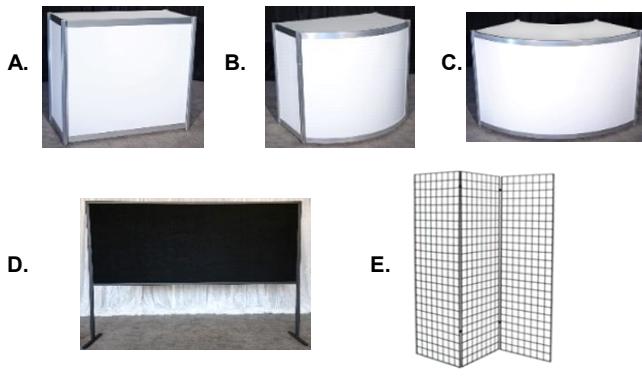
#### SUB-TOTAL ACCESSORIES

#### PORTABLE DISPLAYS & COUNTERS

*\* All items subject to availability.*

*\*\*\* Items may not be exactly as shown and may be substituted for similar item. \*\*\**

	Description	Qty	Advance	Retail	Total
A.	1m Standard Counter w/Locking Doors at Back (White, 1m x 0.5m deep x 1m tall)		\$360	\$468	
B.	1m Curved Front Counter w/Locking Doors at Back (White, 1m x 0.5m x 1m tall)		\$509	\$662	
C.	1/4 Round Counter, White - Open in Back		\$562	\$731	
D.	Posterboard (8'x4', Velcro Adaptable)		\$251	\$326	
E.	Gridwall, 2'x8', Black (min. order of 2, customer to supply accessories)		\$47	\$61	
F.	Gridwall, 2'x8', Black with T-Legs (Freestanding)		\$69	\$90	



*\*\* Graphic panels available for counters. See Signage Form for pricing.*

#### SUMMARY

Accessories \$

Portable Displays & Counters \$

**SUB-TOTAL \$**

Carry this total to Method of Payment form



6693 30th Street SE, Calgary, AB, T2C 1N6  
Tel: (403) 218-7891  
Email: essgroup@globalconvention.ca

**ADVANCE DEADLINE:**

**March 4, 2026**

**ORDERING DEADLINE:**

**March 18, 2026**

**EVENT ID: 10851**

**EVENT NAME** DEFSEC West 2026 **DATES** March 24-26, 2026

**Exhibiting Company** \_\_\_\_\_ **Booth #** \_\_\_\_\_

**Contact Name** \_\_\_\_\_ **Booth Size** \_\_\_\_\_

**Phone #** \_\_\_\_\_ **Email** \_\_\_\_\_

### CARPET, PROTECTIVE PLASTIC and CARPET PADDING

\*\* Colours subject to availability. Select first and second desired colour.  
 \*\* Exhibitors will be responsible for any damage to installed carpet (cuts or tears, wheel cleaner, etc) and shall be billed to the exhibitor at the full replacement cost.  
 1 Booth spaces larger than 20' x 20' must use bulk carpet pricing.  
 2 Booth and bulk carpet supplied in 10' x 10' increments.  
 3 Custom sized bulk carpet refers to sizes that do not fall under the 10'x10' increments (example 25' x 35').  
 4 It is the responsibility of the exhibitor to remove plastic prior to show opening.

**1st Colour Choice:**  Grey  Black  Blue  Red

**2nd Colour Choice:**  Grey  Black  Blue  Red

Description					Quantity	Advance	Retail	Total
Broadloom - 10' x 10'						\$278	\$361	
Broadloom - 20' x 10'						\$567	\$737	
Broadloom - 30' x 10'						\$979	\$976	
<b>1</b> Broadloom - 20' x 20'						\$979	\$1,273	
<b>1,2</b> Bulk Carpet, 10'x10' Increments	Size	x		=		\$2.53	\$3.29	
<b>3</b> Custom Sized Bulk Carpet	Size	x		=		\$3.96	\$5.15	
<b>4</b> Protective Plastic	Size	x		=		\$1.08	\$1.40	
Carpet Padding	Size	x		=		\$2.34	\$3.04	
<b>SUB-TOTAL CARPET, PROTECTIVE PLASTIC &amp; PADDING</b>								

\*\*\* Payment must be received with order. Orders will not be processed without payment. \*\*\*

\*\*\* No credits will be granted for carpet, padding or protective plastic if order is cancelled at anytime. \*\*\*

### BOOTH CLEANING

Service Option		Booth Size			Total Sq. Ft.	X	Advance	Retail	Total
<b>A</b>	Initial vacuum before first day only		x			x	\$0.75	\$0.98	
<b>B</b>	2 Day Service: Daily vacuum & empty waste basket		x			x	\$1.50	\$1.95	
<b>C</b>	3 Day Service: Daily vacuum & empty waste basket		x			x	\$2.25	\$3.04	
<b>SUB-TOTAL BOOTH CLEANING</b>									

### SPECIAL INSTRUCTIONS:

--

### SUMMARY

\$

Carry this total to Method of Payment Form



6693 30th Street SE, Calgary, AB, T2C 1N6  
Tel: (403) 218-7891  
Email: essgroup@globalconvention.ca

ORDERING DEADLINE:

February 23, 2026

Orders received after this date will be subject to RETAIL pricing

EVENT ID: 10851

EVENT NAME	DEFSEC West 2026	DATES	March 24-26, 2026
Exhibiting Company		Booth #	
Contact Name		Booth Size	
Phone #		Email	

### HARDWALL BOOTH PACKAGES



#### 10' x 10' Hardwall Package:

- \* White PVC Panels
- \* One Black Lettered Company Header
- \* Two Arm Lights (does not include power)
- \* Set Up & Dismantle
- \* Booth Carpet (choice of colour)



#### 20' x 10' Hardwall Package:

- \* White PVC Panels
- \* Two Black Lettered Company Headers
- \* Four Arm Lights (does not include power)
- \* Set Up & Dismantle
- \* Booth Carpet (choice of colour)

Custom header(s) & graphic panels available. See Signage Form for pricing.

Description	Quantity	Advance	Retail	Total
10' x 10' Hardwall Booth Package with Carpet		\$2,382	\$3,097	
20' x 10' Hardwall Booth Package with Carpet		\$2,968	\$3,858	
Upgrade PVC Panel to Slatwall Panel (per 1M x 2.5M panel)		\$251	\$326	
LED Arm Light for Hardwall Displays		\$83	\$108	
Shelving (White Melamine, 1M long x 12" deep)		\$95	\$124	
<b>SUB-TOTAL HARDWALL BOOTH PACKAGES</b>				

### REQUIRED INFORMATION FOR HARDWALL BOOTH PACKAGES

#### Select Carpet Colour

Note: If colour is not selected, grey will be provided.

Grey    Black    Blue    Red

**Headers:** Black lettering on white PVC. All CAPS lettering.

**Header # 1 to read** (10' x 10' and 20' x 10' systems)

**Header # 2 to read** (20' x 10' systems only)

#### SUMMARY

\$

Carry this total to Method of Payment form



6693 30th Street SE, Calgary, AB, T2C 1N6  
 Tel: (403) 218-7891  
 Email: essgroup@globalconvention.ca

**ORDERING DEADLINE:** February 23, 2026

Orders received after this date will be subject to RUSH pricing

EVENT NAME	DEFSEC West 2026	DATES	March 24-26, 2026
Exhibiting Company		Booth #	
Contact Name		Booth Size	
Phone #	Email		

### BOOTH ID and SHOW SIGNAGE

- \*\* All signage pricing is based on print ready artwork. If artwork is not supplied print ready (1), a custom design charge will apply.
- \*\* Expect additional charges for RUSH printing and last minute shipping/delivery.
- \*\* Date for artwork deadline will be supplied at time of order.
- \*\* Proofs provided upon request, at an additional charge.

Description (Width x Height)	Qty.	Unit Price	RUSH	Total
<b>BOOTH ID SIGNS</b> <sup>^^^ Printed to Coroplast, Non-Laminated, Holes Drilled for Hanging (with exception of 11"x9" sign)</sup>				
11" x 9" Booth ID Sign with Easel Back (for table)		\$52.70	\$68.50	
36" x 8" Booth ID Sign		\$58.10	\$75.50	
44" x 7" Booth ID Sign		\$67.20	\$87.40	
22" x 17" Booth ID Sign		\$69.30	\$90.00	
28" x 14" Booth ID Sign		\$72.95	\$94.85	
<b>FLOOR GRAPHICS</b> <sup>^^^ Based on 1 sq.ft., \$500 minimum order</sup>				
Arrows, Stop Signs, complete with logo (per sq.ft.)		\$28.00	\$36.40	
<b>SHOW SIGNAGE</b> <sup>^^^ Printed to Coroplast, Non-Laminated</sup>				
22" x 28" Sign		\$105.30	\$136.90	
44" X 28" Sign		\$148.85	\$193.50	
40" X 30" Sign		\$148.85	\$193.50	
Brass Grommets (Rings) for Hanging - Per Sign		no charge	no charge	
Holes Drilled for Hanging - Per Sign		no charge	no charge	
<b>SUB-TOTAL SIGNAGE</b>				

Width \_\_\_\_\_ x Height \_\_\_\_\_  
 W

Width \_\_\_\_\_ x Height \_\_\_\_\_  
 W



*I would like  
my sign(s) to  
read / logo:*



### CUSTOM BOOTH SIGNAGE

- \* We feature in-house graphic designers at a rate of \$95 per hour (minimum 1 hour) to design your artwork per your specifications.
- \* Preferred artwork file formats: Vector EPS, high resolution TIF or PDF with all fonts converted to curves, no bleeds, a resolution of 150 dpi at the actual printed size is best but for large TIF or EPS files, you may submit your files at 50% of file size, minimum 100 dpi resolution. Low resolution PDF's should accompany files.
- \* Panel size(s) and deadline date for artwork will be supplied at time of order.

Description	Qty.	Unit Price	RUSH	Total
<b>HARDWALL BOOTH GRAPHICS</b> <sup>*** Printed to PVC Panel, Non-Laminated</sup>				
10' Custom Header (price per header)		\$363.00	\$472.00	
Graphic Panel for Backwall and/or Sidewalls (price per panel)		\$567.00	\$737.00	
Graphic Panel for Lower Rail Sidewalls (price per panel)		\$232.00	\$302.00	
<b>COUNTER GRAPHICS</b> <sup>*** Printed to PVC Panel, Non-Laminated</sup>				
Graphic Front Panel for 1M Standard Counter		\$232.00	\$302.00	
Graphic Front Panel for 1M Curved Counter		\$255.00	\$332.00	
Graphic Front Panel for 1/4 Round Counter		\$363.00	\$472.00	
Graphic Side Panel for Counters (price per panel)		\$117.00	\$152.00	
<b>SUB-TOTAL CUSTOM SIGNAGE</b>				

(1) Print-ready artwork must be supplied as a PDF that meets the following specifications: full-size artwork, 6.35mm bleeds included, fonts embedded, CMYK color mode, and minimum 300 dpi resolution.

### SUMMARY

\$

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Tel: (403) 218-7891  
Email: essgroup@globalconvention.ca

ORDERING DEADLINE:

**March 18, 2026**

EVENT ID: 10851

EVENT NAME	DEFSEC West 2026	DATES	March 24-26, 2026
Exhibiting Company		Booth #	
Contact Name		Booth Size	
Phone #		Email	

**SPECIFICATIONS ON SHIPMENTS - IN-BOUND    \*\*\* Please provide copy of waybill \*\*\***

Carrier Name	Description	(L x W x H)	Weight
	Example: Crate	6' x 3' x 4'	859
Expected Delivery Date			
Estimated Total Weight			
		Total Weight	

**CALCULATION OF ORDER**

\*\* A material handling charge based on CWT (per 100 lbs. with a minimum 200 lb. charge) will be applied for any exhibitor freight handled by Global Convention Services Ltd.

\*\* Rates are per shipment received. Avoid additional fees by shipping all freight in one shipment.

EXAMPLES	Total Weight		CWT (100 lbs.)	Round up CWT (100 lbs.)	X	Price per CWT (100 lbs.)	Estimated Total Cost (200 lb. Min.)
Shipments <u>LESS</u> than 200 lbs.	200	/ 100	2	2	X	\$138.00	\$276.00
Shipments <u>OVER</u> 200 lbs.	859	/ 100	8.59	9	X	\$138.00	\$1,242.00

Service Type	Total Weight	CWT (100 lbs.)	Round up CWT (100 lbs.)	X	Price per CWT (100 lbs.)	Estimated Total Cost (200 lb. Min.)
ADVANCED WAREHOUSE		/100		X	\$138.00	
DIRECT TO SHOW SITE		/100		X	\$154.00	
POST-SHOW RETURN TO WAREHOUSE		/100		X	\$138.00	

**REMINDER: SHIPMENTS 200 LBS OR LESS ARE SUBJECT TO A MINIMUM 200 LB CHARGE, PER SHIPMENT.  
SEE EXAMPLE ABOVE.**

\*\*\* **PLEASE READ CONDITIONS ON NEXT PAGE FOR DETAILED DESCRIPTION OF SERVICES.**

\*\*\* **Global Convention Services does not offer shipping, customs or brokerage services.**

\*\*\* **Global Convention Services Post-Show Return to Warehouse: Additional storage fees will apply after 5 business days on close of event.**

\*\*\* **Global Convention Services is not liable for any freight left in our warehouse, post-show, for more than 30 days.**

**Freight in our possession for more than 30 days will be disposed.**

**Freight Accepted at Global Advanced Warehouse: February 20, 2026 - March 16, 2026**

**Freight arriving to our warehouse before or after the dates above will be subject to a 20% surcharge.**

**Freight Accepted at Show Site: March 18, 2026 - March 24, 2026**

**SUMMARY**

\$

**Carry this total to Method of Payment form**

\*\*\* **Please note: a valid credit card to be kept on file must be provided for all material handling orders.** \*\*\*

## CONDITIONS

- \* Global Convention Services must be notified 14 days in advance of move in on any individual piece that exceeds 5000 lbs. or requires special handling or equipment. Global Convention Services reserves the right to deem which items require additional labor and special handling or equipment and assess charges accordingly.

## LIABILITY

- \* Global Convention Services has limited liability for damage caused to shipments while being handled and is not responsible for concealed damage, or damage or loss of merchandise after delivery to booth before or during installation time, or at conclusion of show prior to delivery to common carrier.
- \* Shipments should be insured by the exhibitor.
- \* The condition, count, and contents of the materials found in the booths at the time of actual removal will be final and binding and Global Convention Services reserves the right to alter exhibitor's bill of lading to reflect damage while handling loose exhibit materials or those inadequately packed.
- \* Global Convention Services will not be responsible for failure or delay performing service when delay is caused by strike, labor stoppage, or any other cause unavoidable or beyond their control.
- \* The liability of Global Convention Services is hereby limited to \$0.30 per pound per article, to a maximum of \$30.00 per article, \$150.00 per shipment. Values exceeding this limitation should be insured by shipper.

## IMPORTANT INFORMATION

- \* Material Handling Form must be submitted at least **14 days** prior to show.
- \* Collect shipments **will not** be accepted.
- \* All shipments must be clearly marked with number of pieces, shipping address, show name, company name, and booth number.
- \* **All pieces on a skid must contain a shipping label in the event the freight gets removed from the skid by your freight carrier.**
- \* Global Convention Services weight estimates are final and binding unless weigh scale tickets are provided at time of receipt of shipment.
- \* Minimum 200 lb. charge will apply to shipments weighing less than 200 lbs.
- \* **Billing is based on a per shipment received. Avoid additional fees by shipping all freight together.**
- \* **International Shipping:** Customs paperwork, and any associated charges, are the sole responsibility of the exhibitor.

## ADVANCED WAREHOUSE MATERIAL HANDLING

- \* Shipments to arrive during scheduled delivery dates provided, during normal business hours of 8:00 AM - 2:00 PM, Monday - Friday. Additional material handling and delivery charges will apply to shipments received before or after selected dates.
- \* Service includes storage of freight during specified dates, delivery to booth, removal and return of empty containers, reloading of shipment from booth onto designated outbound carrier.

## DIRECT TO SITE MATERIAL HANDLING

- \* **Shipments to arrive from March 18 to March 24, 2026.**  
Freight received prior to this date risk having their freight refused by the facility, or redirected to Global Convention Services Advance Warehouse with fees charged back to exhibitor.
- \* *Global Convention Services must be notified in advance of exhibitor move in for direct to site material handling requests.*
- \* Service includes handling of exhibitor freight from facility receiving doors, delivery to booth, removal and return of empty containers, reloading of shipment from booth onto designated outbound carrier.
- \* *All material entering the facility will incur material handling fees. This includes but is not limited to the use of the loading dock facilities, elevator access to show floor and any equipment used to deliver materials to your booth or other designated area within the facility.*

## OUTBOUND SHIPMENTS

- \* Exhibitor is responsible for repacking their freight.
- \* **It is the exhibitor's sole responsibility to label each piece of outbound shipment and to provide a completed Bill of Lading covering each outbound shipment. Exhibitor is also responsible for payment arrangements with their carrier.**
- \* Global Convention Services will not be responsible for delay of rush shipments, which will be expedited to the best of their ability.
- \* **Exhibitor to make arrangements with their shipper to have freight picked up within the allotted move out times.**
- \* The right is reserved to re-route any outbound shipment not picked up by exhibitor's specified carrier during the allotted move out period. Exhibitor material remaining after move-out period without forwarding instructions will either be "forced freight" with official event transport OR returned to Global advance warehouse where material handling fees will be applied. Both options will be at exhibitor's expense.
- \* No liability of any nature shall attach to Show Management or Global Convention Services for exhibit material abandoned at the exhibit site.
- \* **Any freight returned to advance warehouse post-show will be subject to post-show material handling charges.**

**NOTE: Freight will not be released to ground transport until account has been settled with Global.**

## POST-SHOW MATERIAL HANDLING (RETURN TO ADVANCE WAREHOUSE)

- \* Arrangements for Return to Warehouse services must be made in advance of, or prior to, show closing.
- \* Exhibitors are responsible for return shipping labels, customs paperwork & Bill of Ladings. Return shipping labels must be on **ALL** pieces.
- \* **International Shipping:** Customs paperwork, and any associated charges, are the sole responsibility of the exhibitor.
- \* Exhibitors are responsible to schedule pick up from Global Convention Services' advance warehouse location.
- \* **Exhibitors are to make payment arrangements with ground transport or courier prior to pick up.**
- \* **All Global charges or fees must be paid in full and in good standing prior to the release of freight to ground transport or courier.**

**USE THESE LABELS FOR SHIPPING TO ADVANCED WAREHOUSE. Complete & submit Material Handling form to order advance warehouse material handling service.**

<b>Freight accepted at advanced warehouse (Mon-Fri, 8am-2pm)</b>	<b>February 20, 2026</b>	<b>TO</b>	<b>March 16, 2026</b>
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**To:** GLOBAL CONVENTION SERVICES  
6693 30th Street SE  
Calgary, AB, T2C 1N6

**Show:** **DEFSEC West 2026**

**Exhibitor:** \_\_\_\_\_

**Booth #:** \_\_\_\_\_

**Piece #:** \_\_\_\_\_ of \_\_\_\_\_

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**USE THESE LABELS FOR SHIPPING TO ADVANCED WAREHOUSE. Complete & submit Material Handling form to order advance warehouse material handling service.**

<b>Freight accepted at advanced warehouse (Mon-Fri, 8am-2pm)</b>	<b>February 20, 2026</b>	<b>TO</b>	<b>March 16, 2026</b>
--	--------------------------	-----------	-----------------------

**To:** GLOBAL CONVENTION SERVICES  
6693 30th Street SE  
Calgary, AB, T2C 1N6

**Show:** **DEFSEC West 2026**

**Exhibitor:** \_\_\_\_\_

**Booth #:** \_\_\_\_\_

**Piece #:** \_\_\_\_\_ of \_\_\_\_\_

**USE THESE LABELS FOR SHIPPING DIRECT TO SHOW SITE.**

Complete & submit Material Handling form to order show site material handling service.

**FREIGHT TO ARRIVE ON SITE BETWEEN DATES BELOW ONLY!**

**March 18-24, 2026**

To: **GLOBAL CONVENTION SERVICES**  
C/O Calgary TELUS Convention Centre  
North Loading Dock  
705 - 1st Street SE  
Calgary, AB, T2G 2G9

Show: **DEFSEC West 2026**

Exhibitor: \_\_\_\_\_

Booth #: \_\_\_\_\_

Piece #: \_\_\_\_\_ of \_\_\_\_\_

**USE THESE LABELS FOR SHIPPING DIRECT TO SHOW SITE.**

Complete & submit Material Handling form to order show site material handling service.

**FREIGHT TO ARRIVE ON SITE BETWEEN DATES BELOW ONLY!**

**March 18-24, 2026**

To: **GLOBAL CONVENTION SERVICES**  
C/O Calgary TELUS Convention Centre  
North Loading Dock  
705 - 1st Street SE  
Calgary, AB, T2G 2G9

Show: **DEFSEC West 2026**

Exhibitor: \_\_\_\_\_

Booth #: \_\_\_\_\_

Piece #: \_\_\_\_\_ of \_\_\_\_\_

**USE THESE LABELS FOR SHIPPING POST-SHOW RETURN TO WAREHOUSE.**

Complete & submit Material Handling form to order show site material handling service.

**ADDITIONAL STORAGE FEES WILL BE APPLIED IF FREIGHT IS NOT  
PICKED UP BY WEDNESDAY, APRIL 8, 2026!**

Outbound freight shipped from advanced warehouse (Mon-Fri, 8am-2pm)	<b>April 1, 2026</b>	TO	<b>April 8, 2026</b>
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To: **GLOBAL CONVENTION SERVICES**  
6693 30th Street SE  
Calgary, AB, T2C 1N6

Show: **DEFSEC West 2026**

Exhibitor: \_\_\_\_\_

Booth #: \_\_\_\_\_

Piece #: \_\_\_\_\_ of \_\_\_\_\_

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**USE THESE LABELS FOR SHIPPING POST-SHOW RETURN TO WAREHOUSE.**

Complete & submit Material Handling form to order show site material handling service.

**ADDITIONAL STORAGE FEES WILL BE APPLIED IF FREIGHT IS NOT  
PICKED UP BY WEDNESDAY, APRIL 8, 2026!**

Outbound Freight shipped from advance warehouse (Mon-Fri, 8am-3pm)	<b>April 1, 2026</b>	TO	<b>April 8, 2026</b>
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To: **GLOBAL CONVENTION SERVICES**  
6693 30th Street SE  
Calgary, AB, T2C 1N6

Show: **DEFSEC West 2026**

Exhibitor: \_\_\_\_\_

Booth #: \_\_\_\_\_

Piece #: \_\_\_\_\_ of \_\_\_\_\_



6693 30th Street SE, Calgary, AB, T2C 1N6  
Tel: (403) 218-7891  
Email: essgroup@globalconvention.ca

**ADVANCE DEADLINE:** March 4, 2026  
**ORDERING DEADLINE:** March 18, 2026  
**EVENT ID:** 10851

**EVENT NAME** DEFSEC West 2026 **DATES** March 24-26, 2026  
**Exhibiting Company** \_\_\_\_\_ **Booth #** \_\_\_\_\_  
**Contact Name** \_\_\_\_\_ **Booth Size** \_\_\_\_\_  
**Phone #** \_\_\_\_\_ **Email** \_\_\_\_\_

**EMERGENCY CONTACT NAME & CELL NUMBER:**

**IMPORTANT INFORMATION**

- \* **BOOTH DRAWINGS AND INSTRUCTIONS MUST ACCOMPANY THIS LABOUR REQUEST.**
- \* Minimum 2 hour call out, per man, on labour and stand-by, thereafter charged in half hour increments.
- \* Global supervised rate is 25% of total labor. *Please note that Display Company/Exhibitor supervisor must be a qualified supervisor with general knowledge of display and all its components.*
- \* Supervised labor **must check in** at service desk.
- \* Start time guaranteed only at start of working day.
- \* Global supervised jobs will be completed at our discretion prior to show opening.

**DISPLAY BOOTH INFORMATION**

Type of System \_\_\_\_\_ System Size \_\_\_\_\_  
Special tools required for installation \_\_\_\_\_ Ladder(s)?  Yes  No Size \_\_\_\_\_ Quantity \_\_\_\_\_  
Specify Details: \_\_\_\_\_

**POWER:**  Included in Booth Pkg  Ordered by Exhibitor  Ordered by Display House  Not Applicable

**CARPET:**  Hall Carpeted  Included in Booth Pkg  Ordered by \_\_\_\_\_  With Display

**FREIGHT - Installation:**  Global advance warehouse  \*\*\*Direct to Show Site\*\*\* Carrier: \_\_\_\_\_

Expected number of pieces & weight: \_\_\_\_\_

**FREIGHT - Dismantle**  Return to advance warehouse  \*\*\*Direct from Show Site\*\*\* Carrier: \_\_\_\_\_

<b>RATES:</b>	<b>ST</b> (Standard Time- 1) 8:00am - 4:30pm Monday to Friday	<b>\$137.00 per hour</b>
	<b>OT</b> (Overtime- 1.5) 4:30pm - 8:00am Monday to Friday, All Day Saturday	<b>\$206.00 per hour</b>
	<b>DT</b> (Double Time- 2) All day Sunday & Holidays	<b>\$274.00 per hour</b>

**ESTIMATED INSTALLATION REQUIREMENTS**

Date Required, Day 1 \_\_\_\_\_ Start Time \_\_\_\_\_ End Time \_\_\_\_\_  
Date Required, Day 2 \_\_\_\_\_ Start Time \_\_\_\_\_ End Time \_\_\_\_\_

<b>ST</b> _____	# Labourers x	# Hours x	<b>\$ 137.00</b> =	\$ _____
<b>OT</b> _____	# Labourers x	# Hours x	<b>\$ 206.00</b> =	\$ _____
<b>DT</b> _____	# Labourers x	# Hours x	<b>\$ 274.00</b> =	\$ _____

Global Supervised  Add 25% for Global Supervision \$ \_\_\_\_\_

Exhibitor/Display House Supervised  **ESTIMATED INSTALLATION** \$ \_\_\_\_\_

Supervisor Name & Cell # \_\_\_\_\_

**ESTIMATED DISMANTLE REQUIREMENTS**

Date Required, Day 1 \_\_\_\_\_ Start Time \_\_\_\_\_ End Time \_\_\_\_\_  
Date Required, Day 2 \_\_\_\_\_ Start Time \_\_\_\_\_ End Time \_\_\_\_\_

<b>ST</b> _____	# Labourers x	# Hours x	<b>\$ 137.00</b> =	\$ _____
<b>OT</b> _____	# Labourers x	# Hours x	<b>\$ 206.00</b> =	\$ _____
<b>DT</b> _____	# Labourers x	# Hours x	<b>\$ 274.00</b> =	\$ _____

Global Supervised  Add 25% for Global Supervision \$ \_\_\_\_\_

Exhibitor/Display House Supervised  **ESTIMATED DISMANTLE** \$ \_\_\_\_\_

Supervisor Name & Cell # \_\_\_\_\_

**SUMMARY**

\$ \_\_\_\_\_  
Carry this total to Method of Payment form

\*\*\* **Please note: a valid credit card to be kept on file must be provided for all labour orders.** \*\*\*



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 Tel: (403) 218-7891  
 Email: essgroup@globalconvention.ca

**ORDERING DEADLINE:** March 18, 2026

**EVENT ID:** 10851

EVENT NAME	DEFSEC West 2026	DATES	March 24-26, 2026
Exhibiting Company:		Booth #	
Contact Name:		Booth Size	
Phone #:		Email:	
<b>ON-SITE CONTACT NAME &amp; CELL NUMBER:</b>			

### IMPORTANT INFORMATION

\* **THIS SERVICE IS NOT PROVIDED BY SHOW MANAGEMENT.**

- \* Exhibitor, his agent, or representative must supply sufficient man power including competent and authorized supervisors to manage and control the exhibition installation activity, to assemble display, or when uncrating, positioning, and reskidding equipment and machinery.
- \* The exhibitor, his agent, or representative, upon signing this order form, covenants and agrees to indemnify and hold harmless Global Convention Services Ltd. from and against all claims, demands, charges, losses or damage, arising or alleged to arise, directly or indirectly, or incidentally by person or any act omission or operations of the exhibitor, his agent or representative, their officers, employees, agents or anyone for whom the exhibitor, his agent, or representative are legally responsible. Global Convention Services Ltd. is to be cross insured on the insurance for the exhibitor's, his agent's or representative's operations conducted at this event. Evidence of the insurance described above shall be forwarded to Global Convention Services Ltd.
- \* If you require a forklift, a driver will be assigned to operate the forklift.
- \* 5000 lb. maximum capacity. Larger forklift and crane service is available by advance request and additional cost.
- \* Start time can be guaranteed only when forklift is requested for the start of the work day at 8:00 AM.
- \* **Exhibitor must check forklift/driver in and out at Global service desk.**
- \* Equipment and labor cancelled without a 48 hour notice shall be charged a one (1) hour cancellation fee per worker and forklift. If exhibitor fails to use the workers and equipment at the time confirmed, a one (1) hour "No-Show" charge per worker and forklift will apply.
- \* Minimum charge for labor and equipment is one (1) hour per worker and equipment. Equipment and labor thereafter is charged in half (1/2) hour increments per worker and equipment.

### ESTIMATED INSTALLATION REQUIREMENTS

Date(s) Required	Start Time	# of Forklifts	X	# of Hours Each	Total Hours	Hourly Rate	Total
			X			\$235	
			X			\$235	

Contact office for weekly forklift rental quote & scissor lift rental quote. **ESTIMATED INSTALLATION**

### ESTIMATED DISMANTLE REQUIREMENTS

Date(s) Required	Start Time	# of Forklifts	X	# of Hours Each	Total Hours	Hourly Rate	Total
			X			\$235	
			X			\$235	

Contact office for weekly forklift rental quote & scissor lift rental quote. **ESTIMATED DISMANTLE**

### SUMMARY OF IN-BOOTH FORKLIFT & DRIVER

\$ \_\_\_\_\_

Carry this total to Method of Payment form

\*\*\* Please note: a valid credit card to be kept on file must be provided for all forklift orders. \*\*\*



MAILING ADDRESS: GLOBAL CONVENTION SERVICES, 120 NINTH AVENUE SOUTHEAST, CALGARY, ALBERTA, CANADA, T2G 0P3

PHONE (403) 218-7891 E-MAIL [essgroup@globalconvention.ca](mailto:essgroup@globalconvention.ca)

Global Convention Services is the exclusive provider of all electrical services. (See reverse/next page for Instructions and Conditions - Electrical)

EVENT ID: <b>10851</b>	ADVANCE RATE DEADLINE DATE:	<b>March 4, 2026</b>
NAME OF SHOW	DEFSEC West 2026	SHOW DATE(S): March 24-26, 2026

**EXHIBITOR INFORMATION**

Booth #(s): \_\_\_\_\_

Company Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province/State: \_\_\_\_\_ Code: \_\_\_\_\_

Phone #: \_\_\_\_\_ Ext.: \_\_\_\_\_ Fax #: \_\_\_\_\_

Email: \_\_\_\_\_

**PAYMENT NOTICE**

This form is your official invoice. Orders will only be accepted if paid in full, in Canadian Dollars, by either credit card or company cheque. Orders paid by company cheque will only be accepted 14 days prior to the first scheduled move-in date. ADVANCE RATE APPLIES ONLY TO ORDERS PAID IN FULL AND RECEIVED 14 DAYS PRIOR TO THE FIRST SCHEDULED MOVE-IN DAY. NO EXCEPTIONS.

**ELECTRICAL SERVICES - DUPLEX OUTLETS**

Quantity	Description	NEMA #	Advance Rate	Regular Rate	Total
	15 Amp, 120 Volt, Duplex Outlet	Standard Outlet	\$136.50	\$169.00	
	20 Amp, 120 Volt, Duplex Outlet		\$214.50	\$240.50	

**ELECTRICAL SERVICES - SINGLE PHASE SPECIAL POWER**

20 Amp, Single-Phase, 208 Volt		\$325.00	\$422.50	
30 Amp, Single-Phase, 208 Volt		\$455.00	\$520.00	
50 Amp, Single-Phase, 208 Volt		\$487.50	\$585.00	

**ELECTRICAL SERVICES - 3-PHASE SPECIAL POWER**

20 Amp, 3-Phase, 208 Volt		\$520.00	\$682.50	
30 Amp, 3-Phase, 208 Volt		\$585.00	\$715.00	
60 Amp, 3-Phase, 208 Volt		\$715.00	\$845.00	
100 Amp, 3-Phase, 208 Volt		\$1,072.50	\$1,235.00	
200 Amp, 3-Phase, 208 Volt		\$1,235.00	\$1,690.00	
400 Amp, 3-Phase, 208 Volt		\$1,950.00	\$2,275.00	

**EQUIPMENT RENTAL (DUPLEX POWER IS NOT INCLUDED IN EQUIPMENT RENTAL)**

Extension Cord (5m) (Flat electrical cords are not available)	\$19.50	\$26.00	
Power Bar	\$19.50	\$26.00	

**ELECTRICIAN LABOUR (SEE REVERSE/NEXT PAGE - INSTRUCTIONS AND CONDITIONS - ELECTRICAL - POINT 2c, 4b, 4e & 4f)**

M-F 0700-1700 (Minimum 1 Hour)	\$123.50	\$130.00	
M-F 1700-0700 & All Days S & S (Minimum hours to be quoted)	\$214.50	\$279.50	
Stat Holidays or Emergency Call In (Minimum 4 Hours)	Price to be Quoted		

**SPECIAL REQUIREMENTS (PLEASE CONTACT OPERATIONS AT 403-273-8064 FOR QUOTE ON SPECIAL REQUIREMENTS)**

Amps \_\_\_\_\_ Phase \_\_\_\_\_ Volts \_\_\_\_\_ NEMA Number \_\_\_\_\_

**MISCELLANEOUS CHARGES:** Description of Charge

If requesting power to be placed in particular locations, additional labour charges will apply. Also an electrical drawing must be included; if not, included power will not be installed until someone is on-site to direct electrician. If electrical needs to be installed under carpet, labour charge does not include cutting of any carpet. Arrangements must be made with your show services provider. Additional labour charges may apply for special connections or wiring. Please contact us.

Subtotal

Carry forward "Electrical" total to the "Method of Payment Form". Email both pages to [ESS-CTCC@globalconvention.ca](mailto:ESS-CTCC@globalconvention.ca)

**1) INSTRUCTION FOR PROCESSING THE ORDER FORM**

- a) Exhibitor information must be marked on "Electrical Order Form" and "Services Payment Form".
- b) If paying by credit card, "Services Payment Form" must be filled in completely and clearly.
- c) Payment in full for electrical services must accompany the order form and be in CANADIAN FUNDS.

**2) ADVANCE RATE, REGULAR RATE AND LABOUR RATES (Rates are based on a maximum of 5 days. For services over 5 days please contact Operations at 403-273-8064, for pricing.)**

- a) Advance Rate – In order to receive the advance rate, a completed order form with payment must be received by the Operations Department a GCS no less than fourteen (14) days prior to the first scheduled exhibitor move in. No exceptions.
- b) Regular Rate – The regular rate will apply for orders received within fourteen (14) days of show move-in or during the event.
- c) Labour Rate – Will be charged in one-hour increments. Services are provided in the most convenient manner for GCS Electrician. Special placement, connections, and/or changes after the initial installation will require additional labour and material charges.

**3) REGULATIONS**

- a) Exhibitors are not permitted to share electrical service; all orders must be placed individually.
- b) Standard wall and other permanent building utility outlets or sockets are not part of booth space and may not be used by exhibitors unless electrical services have been ordered.
- c) The use of external power sources i.e. batteries or generators to operate lights or other pieces of equipment must have approval by GCS.
- d) All electrical connection, installations, assemblies, equipment, or motors must conform to all federal, provincial, and local electrical and fire codes.
- e) Exhibitor's equipment must conform to GCS electrical receptacles, any adaptors or transforms required is the responsibility of the exhibitor.
- f) Delivery of services, equipment or products ordered less than 14 days in advance of your event may not be guaranteed by GCS.
- g) GCS reserves the right to refuse service for situations it deems as unsafe.
- h) Only GCS Electrician can make electrical connections, disconnections, modify system wiring or cabling. Unauthorized electrical disconnect, of power above a 15 amp 120-volt outlet, is a serious health and safety infraction. Live cables or wires left unattended comprise the safety of the Calgary TELUS Convention Centre staff and supplier staff. Unauthorized electrical disconnection will result in an administrative charge of \$500.00 or investigation from Workplace Health and Safety, or both.

**4) EQUIPMENT PROCEDURES**

- a) One standard duplex receptacle supplies a maximum of 12 amps of electrical power at 120 volts. When exhibitor requirements exceed 12 amps, additional receptacles must be ordered to prevent overloading. Overloading of circuitry, regardless of voltage and amperage, will be excusable only on the first interruption of power, if a power interruption occurs again labour charges will apply.
- b) On the 15-amp 120-volt outlet, Electrician labour is not required unless it needs to be placed in a particular location or if it needs to be hardwired.
- c) GCS requires a scale drawing of your exhibit space showing where electrical connections need to be placed when paying for Electrician labour. A scale drawing must be provided when ordering any service over a 15-amp or for special connections.
- d) Material and equipment provided by GCS for this order shall remain the property of GCS. Additional charges will apply for rental equipment that is damaged or not returned i.e. extension cords and power bars. Exhibitors will be responsible for the safekeeping of equipment during the show and returning GCS rented equipment at the end of the show.
- e) There will be a labour charge to move/change the location of already installed electrical services.
- f) Connection charges cover the cost of electrical connections to one point in booth. Charges do not cover wiring within booth, repair work or any special wiring from disconnect switch or distribution panel to exhibitor's equipment. Work performed in booth or for special wiring will be charged on a time and material basis.

**5) PAYMENT, PRICING, REFUNDS AND SERVICE CHARGE**

- a) **PAYMENT IN FULL:** Exhibitors will be required to pay in full for services at the conclusion of the show.
- b) **PRICING:** GCS reserves the right to adjust pricing on orders calculated inaccurately or received after the deadline date for the advance rate.
- c) **CREDIT CARD:** Exhibitors paying by credit card: Completion of the "Services Payment Form" with an authorized signature or e-mail constitutes as approval for the payment of pre-ordered and on-site services and equipment.
- d) **CHEQUE:** Exhibitors paying by cheque: Payment for services made by company or personal cheque will only be accepted 14 days prior to the first scheduled move-in day. Personal cheque must be certified. Make cheque payable to: Global Convention Services Ltd.
- e) **REFUNDS:** There will be no refunds for services ordered and installed but not used.
- f) **SERVICE CHARGE(S):** There will be a \$25.00 service charge for NSF cheque, declined or incorrect credit card information.

**6) CANCELLATION, CLAIMS OR DISCREPANCIES POLICY**

- a) Any electrical services cancelled within 5 days of the show opening will be charged a cancellation fee. Orders cancelled on-site will be charged the full amount for the service(s) requested.
- b) All claims or discrepancies must be presented by the Exhibitor to GCS site desk prior to the show closing. Claims will not be considered once show has closed. GCS site desk will be clearly identified on site.

**7) EXCLUSIVITY AND LEGAL ENTITY**

- a) GCS is the exclusive supplier of all electrical, telecommunications (data, internet, telephone, cabling, and satellite services), and utility services within the Calgary TELUS Convention Centre (CTCC).



**MAILING ADDRESS:** GLOBAL CONVENTION SERVICES, 120 NINTH AVENUE SOUTHEAST, CALGARY, ALBERTA, CANADA, T2G 0P3  
**PHONE (403) 218-7891**    **E-MAIL** [essgroup@globalconvention.ca](mailto:essgroup@globalconvention.ca)

Global Convention Services is the exclusive provider of all internet services. (See reverse/next page for Instructions and Conditions - Internet)

EVENT ID:	10851	ADVANCE RATE DEADLINE DATE:	March 4, 2026	
NAME OF SHOW	DEFSEC West 2026		SHOW DATE(S):	March 24-26, 2026
<b>EXHIBITOR INFORMATION</b>				
Booth #s: _____				
Company Name: _____		Contact Name: _____		
Address: _____				
City: _____	Province/State: _____	Code: _____		
Phone #: _____	Ext.: _____	Fax #: _____		
Email: _____				
<b>PAYMENT NOTICE</b>				
<p>This form is your official invoice. Orders will only be accepted if paid in full, in Canadian Dollars, by either credit card or company cheque. Orders paid by company cheque will only be accepted 14 days prior to the first scheduled move-in date. ADVANCE RATE APPLIES ONLY TO ORDERS PAID IN FULL AND RECEIVED 14 DAYS PRIOR TO THE FIRST SCHEDULED MOVE-IN DAY. NO EXCEPTIONS.</p>				
<b>WIRED INTERNET SERVICES</b>				
Quantity	Service Type	Advance Rate	Regular Rate	Total
	Shared High Speed Internet with 1 IP Address (Service includes 1 cat 5 cable) (See point 4a. On the GCS - Instruction and Conditions - Internet)	\$260.00	\$455.00	
	E-10 Internet (Dedicated Port) with 1 IP Address - 10 MB Ethernet connection with NAT and DHCP Service. (Service includes 1 cat 5 cable)	\$390.00	\$780.00	
	Additional IP Addresses for Shared or E10 Internet - Each device connected to the internet is subject to the additional IP Addresses charges	\$130.00	\$195.00	
<b>WIRELESS INTERNET SERVICES</b>				
	Premium Wireless Internet - Price is per connection, per day. Connection is per device and is not transferable to another device once connected. Can be used for high volume internet usage, streaming videos or presentations.			
	Premium Wireless Internet (1 to 9 Connections) - per Connection, per day	\$32.50	\$58.50	
	Premium Wireless Internet (10+ Connections) - per Connection, per day	\$19.50	\$45.50	
	Number of Connections Required _____ Date Internet is to be active _____ Date internet Disconnected _____	Number of Days Requested: X \$ _____		
	Additional Premium Wireless Internet Connections Ordered On-Site # Connections x # of Days x \$ _____			
<b>TELEPHONE SERVICES</b>				
	Telephone Line - Local/800 calling only (Line is an analog, Dial "9" to make outgoing calls. Incoming calls go directly to local assigned)	\$195.00	\$260.00	
	Programming Charge to have Long Distance Access	\$13.00	\$26.00	
* Long distance charges (This area will be completed by the Operations Department). Long distance charges can only be paid by credit card.				
<b>CABLE TV</b>				
	Cable TV Connection - Standard resolution - Please contact the Operations Department regarding channel availability.	\$195.00	\$260.00	
	IT Technician Labour (Min. 1 Hr) - Time Technician Required: _____ Description of Labour: _____	\$142.00	\$195.00	
<b>MISCELLANEOUS SERVICES</b>				
	Hub Rental - See page 2, point 4e (limited quantities available)	\$97.50	\$123.50	
	Patch Cables, 25' (Cables not returned or damaged will incur a \$35.00 replacement fee)	\$32.50	\$45.50	
For additional information on special services or networking services, contact the IT Department 403-273-8064			Subtotal	

Carry forward "Internet" total to the "Method of Payment Form". Email both pages to [ESS-CTCC@globalconvention.ca](mailto:ESS-CTCC@globalconvention.ca)

1) **INSTRUCTION FOR PROCESSING THE ORDER FORM**

- a) Exhibitor information must be completed and clearly indicated on "Internet, Telephone & Cable TV" form along with "Services Payment Form".
- b) If paying by credit card, "Services Payment Form" must be filled in completely and clearly.
- c) Payment in full for electrical services must accompany the order form and be in CANADIAN FUNDS.

2) **ADVANCE RATE, REGULAR RATE AND LABOUR RATES** (Rates are based on a maximum of 5 days. For services over 5 days please contact Operations, at 403-273-8064, for pricing.)

- a) **Advance Rate** – In order to receive the advance rate, a completed order form with payment must be received by the Operations Department at GCS no less than fourteen (14) days prior to the first scheduled exhibitor move in. NO EXCEPTIONS.
- b) **Regular Rate** – The regular rate will apply for orders received within fourteen (14) days of show move-in or during the event.
- c) **Labour Rate** – GCS IT Technicians' service hours are Monday to Friday between 7am and 5pm. Should a technician be required during off hours, service charges may apply. Labour rates for GCS IT Technicians' will be charged in one-hour increments. Services are provided in the most convenient manner for the GCS Technicians. Special placement, connections, and/or changes after the initial installation will require additional labour and material charges.

3) **REGULATIONS AND LIMITATION OF LIABILITY**

- a) Exhibitors are not permitted to share any type of telecommunication or internet services. All orders must be placed individually.
- b) All electronic equipment must conform to all federal, provincial, and local electrical and fire codes.
- c) Delivery of services, equipment or products ordered less than 14 days in advance of your event may not be guaranteed by GCS.
- d) Exhibitors shall not permit any of its users or other third parties to:
  - i. Restrict or inhibit any other user from using and enjoying the internet. Post or transmit any unlawful, threatening, abusive, libelous, defamatory, obscene, pornographic, or profane information of any kind, including without limitation any transmissions constituting or encouraging conduct that would constitute a criminal offense, give rise to civil liability, or otherwise violate any provincial, federal or international law, including without limitation, export control laws and regulations. Post or transmit any information or software that contains a virus, worm, or other harmful component.
  - ii. Upload, post, publish, transmit, reproduce or distribute in any way, information, software or other material obtained through the internet which is protected by copyright or other proprietary right, without obtaining permission of the copyright owner or right holder.
  - iii. Abuse or fraudulent use of the internet in any way not specifically set forth above.
- e) The service is provided on an "as is" and "as available" basis without warranties of any kind, either express or implied. No advice or information given by the GCS Technician or its internet service provider or their affiliates or their contractors or their respective employees shall create a warranty. Neither GCS nor its internet service provider warrants that the service will be uninterrupted or error free or that any information, software, or other material accessible on the internet is free of viruses, worms, Trojan horses or other harmful components.
- f) Under no circumstances shall GCS or its internet service provider be liable for any direct, indirect, incidental, special punitive or consequential damages that result in any way from Exhibitor's or its users' use of or inability to use the service or to access the internet or any part thereof, or Exhibitor's or its users' reliance on or use of information, services or merchandise provided on or through the service, or that result from mistakes, omissions, interruptions, deletion of files, errors, defects, delays in operation, or transmission, or any failure of performance.

4) **SERVICES AND EQUIPMENT PROCEDURES**

- a) **Shared High Speed Internet** – The Internet is a shared environment and as such, actual speed will vary.
- b) **Premium Wireless Internet** – Accessing this connection is dedicated to first device connected; it is not transferable. The internet is shared environment; actual speed will vary.
- c) **Connecting to the Shared High Speed, Premium Wireless, or E10 Internet Connection** - IP address for the Exhibitor's computer will be issued automatically using DHCP/No Proxy Service. It is the responsibility of the Exhibitor to ensure their computer is properly configured for the internet connection.
- d) **Additional IP Addresses** – All devices that are used on the network for Internet Access shall require an IP Address that is assigned by the GCS IT Department. To share the connection with more than one computer a hub maybe required. Client can provide hub or it can be rented from GCS.
- e) **Casual Wireless Internet** – SSID for this site is CTCCWIFI. Terms and conditions for this service are listed on the internet portal.
- f) **No active network devices i.e. routers, proxy servers or wireless access points or routers, bridges, etc. are permitted on the shared internet connection.** The E10 service must be ordered and any active network devices i.e. routers, proxy services or wireless access points, bridges, etc. must be approved by the GCS IT Department. Any use of this equipment without approval will have the service disconnected and will be subject to additional charges.
- g) **Telephone** – Need to dial "9" for outside line, any incoming calls will go directly to the assigned number.
- h) **Cable TV** – Please contact the Operations Department regarding channel availability or for any other special cable TV requests.
- i) Any equipment that is found to be causing disruptions to any part of the GCS infrastructure will be removed and not reinstated until the problem has been rectified to the satisfaction of GCS IT Department. Exhibitor may be subject to additional charges to correct problem.
- j) Material, cables, and equipment provided by GCS for this order shall remain the property of the GCS. Exhibitors are responsible for the safekeeping of equipment and cables during the show and returning the GCS rented equipment and cables at the end of the show. Any damaged equipment cables, equipment will be billed to the exhibiting company.
- k) **Computer Rental** – The rented computer will not be dropped off in booth until an "Equipment Rental Agreement" is signed by Exhibitor on-site accepting the computer. If the computer is lost or damaged, the replacement cost will be approximately \$2,000.00. No applications or other software may be downloaded or installed on the computer without prior consent. If applications or software are downloaded or installed on computer, additional charges may be applied.
- l) Only GCS personnel are authorized to modify system wiring or cabling. Any damage to cables or equipment will be billed to the exhibiting firm, plus an administration fee.
- m) If requesting internet, telephone, or cable tv connections to be placed in particular locations additional labour charges will apply and a detailed drawing must be provided. If cable(s) need to be run under carpets, arrangements must be made with the show services provider to have carpet cut.

## GLOBAL CONVENTION SERVICES (GCS) INSTRUCTIONS AND CONDITIONS - INTERNET, TELEPHONE & CABLE TV (Continued)

n) Internet Service requirements/client responsibilities – It is the responsibility of the client to provide the following:

- i. Computers, workstations, etc. Electrical services for your booth, room, or service location.
- ii. Standard 10/100 baseT Ethernet Network Interface Card (RJ45 Interface) or wireless 802.11G network interface card for each computer. Network Driver: (TCP/IP). Proper configuration of computer equipment for TCP/IP Connection.
- iii. Up-to-date Virus Protection Software must be installed and active on all computers connected to the Internet. Failure to have Virus Protection Software installed and running may result in your connection being suspended until software is installed or activated.

5) **PAYMENT, PRICING, REFUNDS AND SERVICE CHARGE**

- a) **PAYMENT IN FULL:** Exhibitors will be required to pay in full for services at the conclusion of the show.
- b) **PRICING:** GCS reserves the right to adjust pricing on orders calculated inaccurately or received after the deadline date for the advance rate.
- c) **CREDIT CARD: Exhibitors paying by credit card:** Completion of the "Services Payment Form" with an authorized signature or e-mail constitutes as approval for the payment of pre-ordered and on-site services and equipment.
- d) **CHEQUE: Exhibitors paying by cheque:** Payment for services made by company or personal cheque will only be accepted 14 days prior to the first scheduled move-in day. Personal cheques must be certified. Make cheque payable to: Global Convention Services Ltd.
- e) **REFUNDS:** Services ordered, installed but not used will not be refunded.
- f) **SERVICE CHARGE(S):** There will be a \$25.00 service charge for NSF cheques, declined or incorrect credit card information.

6) **CANCELLATION, CLAIMS OR DISCREPANCIES POLICY**

- a) Any services or special ordered items cancelled within 5 days of the show opening will be charged a cancellation fee, priced to be quoted. Orders cancelled on-site will not be refunded.
- b) All claims or discrepancies must be presented by the Exhibitor to GCS site desk prior to the show closing. Claims will not be considered once show has closed. GCS site desk will be clearly identified on site.

7) **EXCLUSIVITY AND LEGAL ENTITY**

- a) GCS is the exclusive supplier of all electrical, telecommunications (data, internet, telephone, cabling, and satellite services), and utility services within the Calgary TELUS Convention Centre (CTCC).

Dated: October 12, 2021 - This form supersedes all previous forms

Calgary\_CTCC-NAT/INTL 2025 (Nov/2024) V01



**MAILING ADDRESS: GLOBAL CONVENTION SERVICES, 120 NINTH AVENUE SOUTHEAST, CALGARY, ALBERTA, CANADA, T2G 0P3**  
**PHONE (403) 218-7891 E-MAIL [essgroup@globalconvention.ca](mailto:essgroup@globalconvention.ca)**

Global Convention Services is the exclusive provider of all utility services. (See reverse/next page for Instructions and Conditions - Utilities)

EVENT ID:	10851	ADVANCE RATE DEADLINE DATE:	March 4, 2026	
NAME OF SHOW	DEFSEC West 2026		SHOW DATE(S):	March 24-26, 2026
<b>EXHIBITOR INFORMATION</b>				
Booth #(s): _____				
Company Name: _____		Contact Name: _____		
Address: _____				
City: _____	Province/State: _____	Code: _____		
Phone #: _____	Ext.: _____	Fax #: _____		
Email: _____				
<b>PAYMENT NOTICE</b>				
<p>This form is your official invoice. Orders will only be accepted if paid in full, in Canadian Dollars, by either credit card or company cheque. Orders paid by company cheque will only be accepted 14 days prior to the first scheduled move-in date. <b>ADVANCE RATE APPLIES ONLY TO ORDERS PAID IN FULL AND RECEIVED 14 DAYS PRIOR TO THE FIRST SCHEDULED MOVE-IN DAY. NO EXCEPTIONS.</b></p>				
<b>WATER AND DRAIN (ONLY AVAILABLE IN EXHIBITION HALL CDEX AND EXHIBITION HALL PREFUNCTION)</b>				
Quantity	Service Type	Advance Rate	Regular Rate	Total
	Cold Water Hook-Up - connection up to 1/2" (price does not include hoses and fittings to equipment)	\$130.00	\$169.00	
	Special connections for water: please contact Operations Department at 403-273-8064 for pricing. Description of fitting: _____			
	Drainage - 2 1/2" drain line	\$97.50	\$130.00	
<b>COMPRESSED AIR (ONLY AVAILABLE IN EXHIBITION HALL CDEX AND EXHIBITION HALL PREFUNCTION)</b>				
	Compressed Air - regulated to a maximum of 90 psi. Requirements beyond this maximum, contact Operations Department for quotation.	\$130.00	\$169.00	
	Compressed Air Fittings must connect to 1/4" basic, female quick connect coupler. There will be a \$50.00 charge for each hose connection fittings that is not returned.			
	Scale drawing must be provided for location of air connection. Additional labour charges may apply on location of connection.			
<b>LABOUR (SEE NEXT/REVERSE PAGE - GCS INSTRUCTIONS AND CONDITIONS - UTILITIES - POINT 2 &amp; 2c)</b>				
	Technician Labour (rate to be quoted)			
<b>MISCELLANEOUS CHARGES OR SPECIAL REQUIREMENTS</b>				
* SPECIAL REQUIREMENTS OR MISCELLANEOUS CHARGE (Please Print)			Subtotal	

Carry forward "Utilities" total to the "Method of Payment Form". Email both pages to [ESS-CTCC@globalconvention.ca](mailto:ESS-CTCC@globalconvention.ca)

1) **INSTRUCTION FOR PROCESSING THE ORDER FORM**

- a) Exhibitor information must be completed and clearly indicated on "Utilities Order Form" along with "Services Payment Form".
- b) If paying by credit card, "Services Payment Form" must be filled in completely and clearly.
- c) Payment in full for utilities services must accompany the order form and be in CANADIAN FUNDS.

2) **ADVANCE RATE, REGULAR RATE AND LABOUR RATES** (Rates are based on a maximum of 5 days. For services over 5 days please contact Operations, at 403-273-8064, for pricing.)

- a) **Advance Rate** – In order to receive the advance rate, a completed order form with payment must be received by the Operations Department at GCS no less than fourteen (14) days prior to the first scheduled exhibitor move in. NO EXCEPTIONS.
- b) **Regular Rate** – The regular rate will apply for orders received within fourteen (14) days of show move-in or during the event.
- c) **Labour Rates** – Work done after 5:00 p.m. and anytime on Saturdays, Sundays or holidays is at the overtime rate. Services are provided in the most convenient manner for the GCS Technicians. Special placement, connections, and/or changes after the initial installation will require additional labour and material charges.

3) **REGULATIONS AND LIMITATION OF LIABILITY**

- a) Exhibitors are not permitted to share services. All orders must be placed individually.
- b) **GCS reserves the right to refuse service for situations it deems as unsafe.**
- c) Delivery of services, equipment or products ordered less than 14 days in advance of your event may not be guaranteed by GCS.
- d) All equipment must conform to all federal, provincial, and local regulations and fire codes.

4) **EQUIPMENT PROCEDURES**

- a) Material and equipment provided by GCS for this order shall remain the property of the GCS.
- b) Exhibitors will be responsible for the protection, safekeeping and return of any equipment rented from GCS. Additional charges will apply for rental equipment that is damaged or not returned.
- c) There will be a labour charge to move/change location of already installed utilities.

5) **PAYMENT, PRICING, REFUNDS AND SERVICE CHARGE**

- a) **PAYMENT IN FULL:** Exhibitors will be required to pay in full for services at the conclusion of the show.
- b) **PRICING:** GCS reserves the right to adjust pricing on orders calculated inaccurately or received after the deadline date for the advance rate.
- c) **CREDIT CARD: Exhibitors paying by credit card:** Completion of the "Services Payment Form" with an authorized signature or e-mail constitutes as approval for the payment of pre-ordered and on-site services and equipment.
- d) **CHEQUE: Exhibitors paying by cheque:** Payment for services made by company or personal cheque will only be accepted 14 days prior to the first scheduled move-in day. Personal cheques must be certified. **Make cheque payable to:** Global Convention Services Ltd.
- e) **REFUNDS:** Services ordered, installed but not used will not be refunded.
- f) **SERVICE CHARGE(S):** There will be a \$25.00 service charge for NSF cheques, declined or incorrect credit card information.

6) **CANCELLATION, CLAIMS OR DISCREPANCIES POLICY**

- a) Any services or special ordered items cancelled within 5 days of the show opening will be charged a cancellation fee, priced to be quoted. Orders cancelled on-site will be charged full amount for the service requested on the signed and agreed order form.
- b) All claims or discrepancies must be presented by the Exhibitor to GCS site desk prior to the show closing. Claims will not be considered once show has closed. GCS site desk will be clearly identified on site.

7) **EXCLUSIVITY AND LEGAL ENTITY**

- a) GCS is the exclusive supplier of all electrical, telecommunications (data, internet, telephone, cabling, and satellite services), and utility services within the Calgary TELUS Convention Centre (CTCC).



6693 30th Street SE, Calgary, AB, T2C 1N6  
Tel: (403) 218-7891  
Email: essgroup@globalconvention.ca

ADVANCE DEADLINE:

**March 4, 2026**

ORDERING DEADLINE:

**March 18, 2026**

EVENT ID: **10851**

EVENT NAME

DEFSEC West 2026

DATES

March 24-26, 2026

### Exhibiting Company Billing Information

Exhibiting Company: \_\_\_\_\_

Booth #

Exhibiting Company Billing Address: \_\_\_\_\_

City / Province / Postal Code: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

### Third Party Company Information \*\*\* If Applicable \*\*\*

Third Party Company Name: \_\_\_\_\_

Third Party Billing Address: \_\_\_\_\_

City / Province / Postal Code: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

### Services to be invoiced to Third Party Company

<input type="checkbox"/> All Global Services	<input type="checkbox"/> Booth Cleaning	<input type="checkbox"/> Material Handling	<input type="checkbox"/> Electrical
<input type="checkbox"/> Furnishings	<input type="checkbox"/> Hardwall Displays	<input type="checkbox"/> Display I & D Labour	<input type="checkbox"/> All CTCC Services
<input type="checkbox"/> Carpet, Plastic, Padding	<input type="checkbox"/> Signage	<input type="checkbox"/> In-Booth Forklift	<input type="checkbox"/> Other _____

### INFORMATION

- \* Payment must accompany order. Order will not be processed without payment.
- \* Advance pricing available until the date specified on order forms and when accompanied with payment.
- \* Global reserves the right to invoice at retail prices on orders received after pre-show deadline.
- \* Prices are based on duration of event and include site delivery, installation, and removal.
- \* Prices are in Canadian funds.
- \* Exhibitors are responsible for damage or loss of rental material.

### CANCELLATION OF ORDERS

- \* Cancellation of equipment, or orders, prior to Global set up - subject to a 25% cancellation fee.
- \* If full service has been provided - subject to a 100% cancellation fee (no refund).
- \* Upon arrival to your booth for set up, confirm that all items pre-ordered have been delivered to your booth.

Notify the Global Service Desk immediately for any missing items.

NOTE: Refunds will not be issued post-show if missing item(s) were not reported to Global Service Desk.

### PAYMENT INFORMATION

#### **ORDERS WILL NOT BE PROCESSED WITHOUT PAYMENT**

**BANK TRANSFER & E-TRANSFERS**

- \* Send e-transfers to: [accounting@globalconvention.ca](mailto:accounting@globalconvention.ca)
- \* Contact office for Bank Transfer details
- \* Customers are responsible for any bank processing fees

**CREDIT CARD**

For your convenience, we will use this authorization to charge your credit card account for your advance orders, and any additional amounts incurred as a result of show site orders placed by your representative. These charges include labour & material handling services.

**\* A VALID CREDIT CARD TO BE KEPT ON FILE MUST BE PROVIDED FOR ALL MATERIAL HANDLING, LABOUR, AND FORKLIFT ORDERS.**

### PAYMENT INFORMATION

Purchase Order # (if applicable) \_\_\_\_\_

(P.O. is for vendor's reference only. Payment must accompany order.)

Visa     MasterCard     Amex

Card # \_\_\_\_\_

Expiry Date (Month/Year) \_\_\_\_\_ - \_\_\_\_\_ CVV # \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

Cardholder Telephone \_\_\_\_\_

Secure link for credit card available upon request. All other information on this form must be completed.

Copy of invoice sent on request.

Email \_\_\_\_\_

Tables, Seating & Drape	\$ _____
Accessories & Counters	\$ _____
Carpet & Booth Cleaning	\$ _____
Hardwall Displays	\$ _____
Signage & Graphics	\$ _____
Material Handling	\$ _____
I & D Labour	\$ _____
In-Booth Forklift	\$ _____
Electrical	\$ _____
Internet, Telephone & Cable TV	\$ _____
Utilities	\$ _____

<b>Sub-Total of Items</b>	\$ _____
<b>5% GST</b>	\$ _____
<b>TOTAL ORDER (CDN)</b>	\$ _____

GST # 12259 9822 RT0001

# **ANNEX B**

Encore Audio/Visual Order Form



**Calgary TELUS  
Convention Centre**

**EXHIBITOR - AUDIO VISUAL  
ORDER FORM**

MAILING ADDRESS: 136 8TH Avenue SE, Calgary Alberta Canada T2G 0K6  
PH # 403-371-7329 · E-MAIL: [jason.wright@encoreglobal.com](mailto:jason.wright@encoreglobal.com)

**EXHIBITOR INFORMATION**

DATE:	SHOW NAME:	
CONTACT:	VENUE:	Calgary TELUS Convention Centre
COMPANY:	ROOM:	
ADDRESS:	BOOTH #:	
CITY / PROVINCE/STATE:	# SHOW DAYS:	
POSTAL/ZIP CODE:	INSTALLATION DATE:	
PHONE NUMBER:	DISMANTLE DATE:	

**AUDIO VISUAL EQUIPMENT DETAIL**

DESCRIPTION	DAILY RATE	Quantity	# Days	Item Total
<b>COMPUTER MONITORS &amp; DISPLAYS</b>				
21"-24" 16:9 FLAT SCREEN MONITOR	\$143.25			
28" 16:9 FLAT SCREEN MONITOR	\$185.75			
42" FLAT SCREEN MONITOR WITH 6' CHROME DISPLAY STAND	\$437.50			
55" FLAT SCREEN MONITOR WITH 6' CHROME DISPLAY STAND	\$623.50			
80" FLAT SCREEN MONITOR WITH 6' CHROME DISPLAY STAND	\$1081.00			
8FT SCREEN AND PROJECTOR (WITH CART)	\$507.25			
FLAT MONITOR FLOOR STAND (NO MONITOR)	\$68.75			
<b>COMPUTERS</b>				
WINDOWS 2.6 GHZ LAPTOP	\$257.50			
MACINTOSH LAPTOP COMPUTER	\$411.75			
<b>VARIOUS</b>				
SIGN EASEL	\$19.25			
SMALL POWERED SPEAKER (GALAXY SPEAKER)	\$57.50			
PROJECTION CART C/W SKIRT (38")	\$36.75			
1FT FLOOR MOUNTED LED LIGHT RGB	\$51.75			
<b>AUDIO EQUIPMENT</b>				
ULX WIRELESS MICROPHONE (COMBO KIT)	\$171.75			
SHURE SM-58 WIRED MICROPHONE	\$51.75			
MACKIE 4-CHANNEL AUDIO MIXER	\$77.25			
2-QSC K8PORTABLE SPEAKER WITH STAND (100W)	\$144.25			

**ADDITIONAL EQUIPMENT AVAILABLE UPON REQUEST**

POWER IS ORDERED THROUGH GLOBAL; PLEASE CONTACT:  
PHONE: (403) 273-8064  
E-MAIL: [calgary@globalconvention.ca](mailto:calgary@globalconvention.ca)

LABOUR REQUIRED

MINIMUM 1-2 HR LABOUR  
CALL@ \$97.50/HOUR

DELIVERY & PICKUP

CABLES & CONSUMABLES  
9% OF RENTAL FEE

TOTAL

**TERMS AND CONDITIONS OF EQUIPMENT RENTAL**

- Order cancellation must be received 5 days prior to load-in to avoid rental charge.
- The elements specified in this order included with this contract correspond to the instructions of the customer. The customer agrees to pay all additional charges cause be an omission of the client, changes, modifications, or alterations to the equipment and/or services. The customer shall be charged for all overtime incurred at Encore current rates.
- Insurance for the full replacement value of the equipment rented is the responsibility of the customer. The customer is hereby advised of his/her responsibility to safeguard the equipment at all times and ensure the security of the meeting room/event space when not occupied.
- The customer shall indemnify Encore against all losses, expenses, penalties, damages and condemnations, and legal costs which Encore could incur or be condemned to pay.
- If you have any questions regarding our rentals, equipment, or other services we offer, please contact us. 1-403-371-7329 or [jason.wright@encoreglobal.com](mailto:jason.wright@encoreglobal.com)

# **ANNEX C**

Encore Sign/Banner Hanging and Removal Order Form



**Calgary TELUS  
Convention Centre**

**SIGN/BANNER HANGING &  
REMOVAL ORDER FORM**

MAILING ADDRESS: 120 NINTH AVENUE SOUTHEAST CALGARY, ALBERTA, CANADA T2G 0P3  
PH # 403-261-8577 E-MAIL: [jason.wright@encoreglobal.com](mailto:jason.wright@encoreglobal.com)

**EXHIBITOR INFORMATION**

DATE:		SHOW NAME:	
CONTACT:		VENUE:	Calgary TELUS Convention Centre
COMPANY:		ROOM:	
ADDRESS:		BOOTH #:	
CITY / PROVINCE/STATE:		# SHOW DAYS:	
POSTAL/ZIP CODE:		INSTALLATION DATE:	
ADVANCE DEADLINE DATE:		DISMANTLE DATE:	

**IMPORTANT NOTICE FOR BANNERS**

Sign/banner installation forms must be received seven business days prior to the first move in date to guarantee installation, orders received after this date may not be accepted. As per the Alberta Fire code, all banners, signs and hanging decor are subject to and must be CAN/ULC-S109 certified or shall be treated and maintained in a flame retardant condition by means of a flame retardant solution to ensure that the material will pass the match flame test in NFPA2 705, "Field Flame Test for Textiles and Films."

**ENCORE AND THE CALGARY TELUS CONVENTION CENTRE REQUIRE PROOF THAT THE BANNER COMPLYS WITH THE ALBERTA FIRE CODE WHEN ORDER IS PLACED. SIGNS/BANNERS WILL NOT BE HUNG ENCORE WITHOUT PROPER DOCUMENTATION ON FILE.**

**SIGN/BANNER HANGING INSTALLATION INFORMATION**

Number of sign/banners to be hung:	Weight of each sign/banners:
Size and shape of sign/banners:	
Document providing proof that banner meets the CAN/ULC-S109 Sent: (See point 1.d on the Instructions and Conditions) Yes / No	Does the sign/banner require power? (Power must be pre-ordered through the Calgary TELUS Convention Centre) Yes / No

Submit "scale drawing form" showing where the banner is to be hung in the booth (copy of the form is below)

**SIGN/BANNER HANGING INSTALLATION**

**Pricing to Hang Banners Will Be Quoted on Per Banner Installation**

Description	Unit Cost or Rate	Unit	Total
Labour to hang banners (price to be quoted)			
Rental of Trusses (price to be quoted)			
Chain Motor Rental (price to be quoted) –			
Miscellaneous Charge(s) (if required)			
		EQUIPMENT	
		LABOUR	
		DELIVERY & PICK UP	
		SUBTOTAL	
		(5%) GST	
		*TOTAL	

**TERMS AND CONDITIONS OF BANNER HANGING AND EQUIPMENT RENTAL**

- Due to rigging grid and building regulations exact location, orientation and trim height may not be possible.
- Additional rigging and/or equipment (i.e. trusses or chain motors) may be required when hanging the sign/banner.
- For additional instructions and conditions – See next page – Encore Additional Instructions and Conditions – Sign/Banner
- Insurance for the full replacement value of the equipment rented is the responsibility of the customer. The customer is hereby advised of his/her responsibility to safeguard the equipment at all times and ensure the security of the meeting room/event space when not occupied.
- The customer shall indemnify Encore against all losses, expenses, penalties, damages and condemnations, and legal costs which Encore could incur or be condemned to pay.
- If you have any questions regarding our rentals, equipment, or other services we offer, please e-mail us at [jason.wright@encoreglobal.com](mailto:jason.wright@encoreglobal.com)

1) **REGULATIONS**

- a) Encore reserves the right to refuse service for situation it deems as unsafe.
- b) All illuminated signage, assemblies, motors or electronic equipment must conform to all federal, provincial and local electrical and fire codes.
- c) Delivery of services, equipment or products ordered less than 14 days in advance of your event may not be guaranteed by the Encore.
- d) **As per the Albert Fire code, all banners, signs and hanging decor are subject to and must be CAN/ULC-S109 certified or shall be treated and maintained in a flame retardant condition by means of a flame retardant solution to ensure that the material will pass the match flame test in NFPA<sup>2</sup> 705, "Field Flame Test for Textiles and Films." Proof of compliance is required by Encore and the Calgary TELUS Convention Centre when order is placed. Items will not be hung without proper documentation on file.**
- e) A scale drawing must be provided to ensure banner is hung in the proper location.

2) **SERVICES AND EQUIPMENT PROCEDURES**

- a) Material and equipment provided by Encore for this order shall remain the property of the Encore. Exhibitors will be responsible for the protection, safekeeping and return of any equipment rented from the Encore. Additional charges will apply for rental equipment that is damaged or not returned.
- b) Only the Encore personnel are authorized to modify or move signs/banners. Any damage to rented equipment will be billed to the exhibiting firm, plus an administration fee.
- c) There will be a charge to move/change location of already installed sign/banners. Price to be determined.
- d) If the banner has motor or needs to be illuminated, power must be pre-ordered from the Calgary TELUS Convention Centre.

3) **CANCELLATION, CLAIMS AND DISCREPANCIES**

- a) Any services or special ordered items cancelled within 5 (five) business days of the show opening will be charged a cancellation fee, price to be quoted. Orders cancelled on-site will be charged full amount for the service requested on the signed and agreed order form.

4) **EXCLUSIVITY**

- a) Encore is the exclusive supplier of all sign/banner installation services at the Calgary TELUS Convention Centre.

## ENCORE SCALE DRAWING FORM- SIGN/BANNER

Show Name: \_\_\_\_\_

Booth # \_\_\_\_\_ Company Name: \_\_\_\_\_

Booth Size: \_\_\_\_\_ Scale: One Square Equals 1'

### Banner Location and Trim Height

Use bold lines to indicate the outline of your booth and label with dimensions.

Clearly place location of banner and label with dimensions.

Banner Trim Height - Desired height from floor to bottom of banner \_\_\_\_\_

BACK OF BOOTH - Indicate Adjacent Booth or Aisle Number: \_\_\_\_\_

ADJACENT BOOTH OR AISLE #:

FRONT OF BOOTH - Indicate Adjacent Booth or Aisle #: \_\_\_\_\_

Please Note: Due to rigging grid and building regulations exact location, orientation and trim height may not be possible or may require additional rigging and equipment rental in which case you will be advised of any additional charges.

**From set changes to increased lighting options to special effects, rigging raises the possibilities. As the exclusive rigging provider at Calgary TELUS Convention Centre, Encore is delighted to partner with you to develop a safe, effective solution that elevates your event.**

**Let's connect and inspire people – together!**

### **Pre-Show Standard**

- The Rigging Services request [form](#) must be submitted online along with a scaled rigging plot 21 days prior to load in. Events scheduled with less than 21 days' notice will incur additional charges.
- A **\$377.50** charge applies per event for a comprehensive safety review by our Rigging Manager. This review will verify point load calculations, staffing needs, equipment needs and CAD support to provide feedback on the initial rigging plot.
- Rigging plots submitted within the 21 days from event start date are subject to a **\$524.00** late submission fee to facilitate expedited processing and review.
- Further CAD assistance is available for an additional charge.
- Rigging plots must contain all flown equipment in addition to a reflective ceiling plan with hang-points. The Encore Rigging Manager will provide you with our CAD file as your design template.
- All drawings must be submitted at <https://www.encoreglobal.com/rigging-request/> in a .vwx, .dwg or .dxf format. .PDF is also acceptable but not the preferred format. Hard copies will be accepted at a scale of no smaller than 1/8"-1'

### **Rigging Equipment Standard**

- Encore is pleased to be the exclusive provider of all chain hoists, rigging hardware, truss and ground supported rigging equipment at the Calgary TELUS Convention Centre.
- A scissor lift and Encore lift operator are required for all rigging calls at the venue and will be rented from Encore.
- All equipment and materials flown must meet Canadian Standards Association (CSA) and/or American National Standards Institute (ANSI) guidelines and/or local regulations and be approved by Encore.
- All rigging equipment will be used in accordance with the manufacturer guidelines.
- A steel safety backup is required on all suspended items.
- All nuts and bolts used overhead must be rated, and all wire rope clips and overhead hardware (e.g., eyebolts, etc.) must be forged, unless approved by Encore.
- The following limited equipment and services may be provided by a third party. Please contact your Encore representative for more information.
  - **Single truss upright and bases:** Single, ground supported truss upright and accompanying bases and ballast with no connecting elements between uprights such as truss, banners, string lights and cabling.
  - **Light duty structures:** Pipe and base, scaffolding, or stands manufactured for the intent to support a specific type of event technology such as speaker or light stands / trees.
  - **Specialized rigging equipment:** Specialized Rigging Equipment is generally defined as equipment expressly designed or fabricated, where the purpose of its use or result cannot be replicated by Encore. Examples include ground supported LED wall truss structures where the LED wall is not suspended from above, custom DJ booths, mobile, or pre-rigged stages, and decorative or esthetic truss. Any other equipment designated by Encore as Specialized Rigging Equipment may be provided by a third party.

**Encore is committed to providing a safe working and event environment for our venue partners and guests. If it is determined that your hardware does not meet industry standards and requirements for safe work and overhead lifting, you will be asked to replace or repair any affected items, which may incur additional charges.**

### **Rigging Labour**

- Encore is pleased to be the exclusive provider of rigging labour at the Calgary TELUS Convention Centre.
- All rigging crews will consist of a minimum of two riggers. The overall number of riggers required for your event will be determined by Encore.
- 4-hour minimum calls per team member will apply, labour is quoted as an estimate with final invoice including labour charges based on actual time required or minimum whichever is greater.
- Encore riggers are qualified through Encore internal training programs that are designed and facilitated by our ETCP Certified Rigging management team.

### **Encore On-Site practices and standards**

- All connections to the rigging points, ceiling or supporting structure of the venue must be made by Encore
- Flown equipment may only be moved by an Encore rigger. Adjustments to any flown equipment will only be done under the supervision of Encore.
- Additional weight cannot be applied to flown equipment after Encore riggers leave the room.
- Encore will not "dead hang" items over 100lbs or 10' in length with a scissor lift. Chain hoists or crank towers must be used.
- Where cable pick points are available, If cable bundles exceed four socapex or other similar multi-cables, a cable bridge truss is required. Please contact your Encore representative for additional information.
- Excluding known, vetted aerial performance acts, under no circumstances may a person be suspended, walk, or climb upon any point or supporting structure attached to the ceiling. Aerial performances require additional documentation, including additional terms and conditions, waivers, and specialized insurance certificates. Please contact Encore if your event involves an aerial performance.

### **Décor and Banner Rigging**

- For all decor items, banners and scenic elements, Encore requires general construction details, a full materials list, appropriate through-bolted attachment points with a 5:1 minimum safety factor, and pictures of all suspended decor items and their attachment methods. All rigging hardware must be rated for overhead lifting and suspension. General hardware must be Grade 5 or better.
- For Manufactured décor items, Encore may require manufacturer specification drawings.
- The onsite rigging staff may deny suspending any item that deviates from the information given, specified weight or is constructed in an unsafe manner.
- As the sign/scenery/decor supplier, it is ultimately your responsibility to provide a safe product to your customers and their attendees.

**Accurate technical information must be provided in advance to allow Encore Rigging the best possible opportunity to assure your event's success. Encore is dedicated to event safety, including all items attached to production truss or the structure of the building in any event or meeting space**

# **ANNEX D**

Traction X Exhibit Rental Catalog

# CUSTOMIZED BOOTH RENTALS

Reach out to us to choose a booth option and accessories, or to produce a custom design

902-580-2714

Steve Oliva – [steve@tractionx.ca](mailto:steve@tractionx.ca)

[www.tractionx.ca](http://www.tractionx.ca)

2026

**TRACTION X**  
BRAND EXPERIENCES

# Exhibit Rental Process

1

Connect with Traction X  
steve@tractionx.ca  
902-580-2714

2

Choose or customize  
exhibit rental

3

Confirm order and  
submit graphics

4

Show up and  
gain traction

## What's Included in Your Booth Package

### Booth Hardware

All necessary equipment  
for your exhibit.

### Print Graphics

High-quality graphics  
tailored to your design.

### Shipping & Delivery of Booth Included:

All necessary equipment  
for your exhibit.

### Installation & Dismantling:

Complete set up and take  
down of booth properties.

### Rental Options:

- Furniture
- AV Equipment
- Lighting

# 01 | 10x10 Configurations



01 Argenx



02 Centricsoftware 2



03 Deswik



04 Enea



05 GSTS



06 Humm shoptalk

## 02 | 10x20 Configurations



07 BitcoinSV



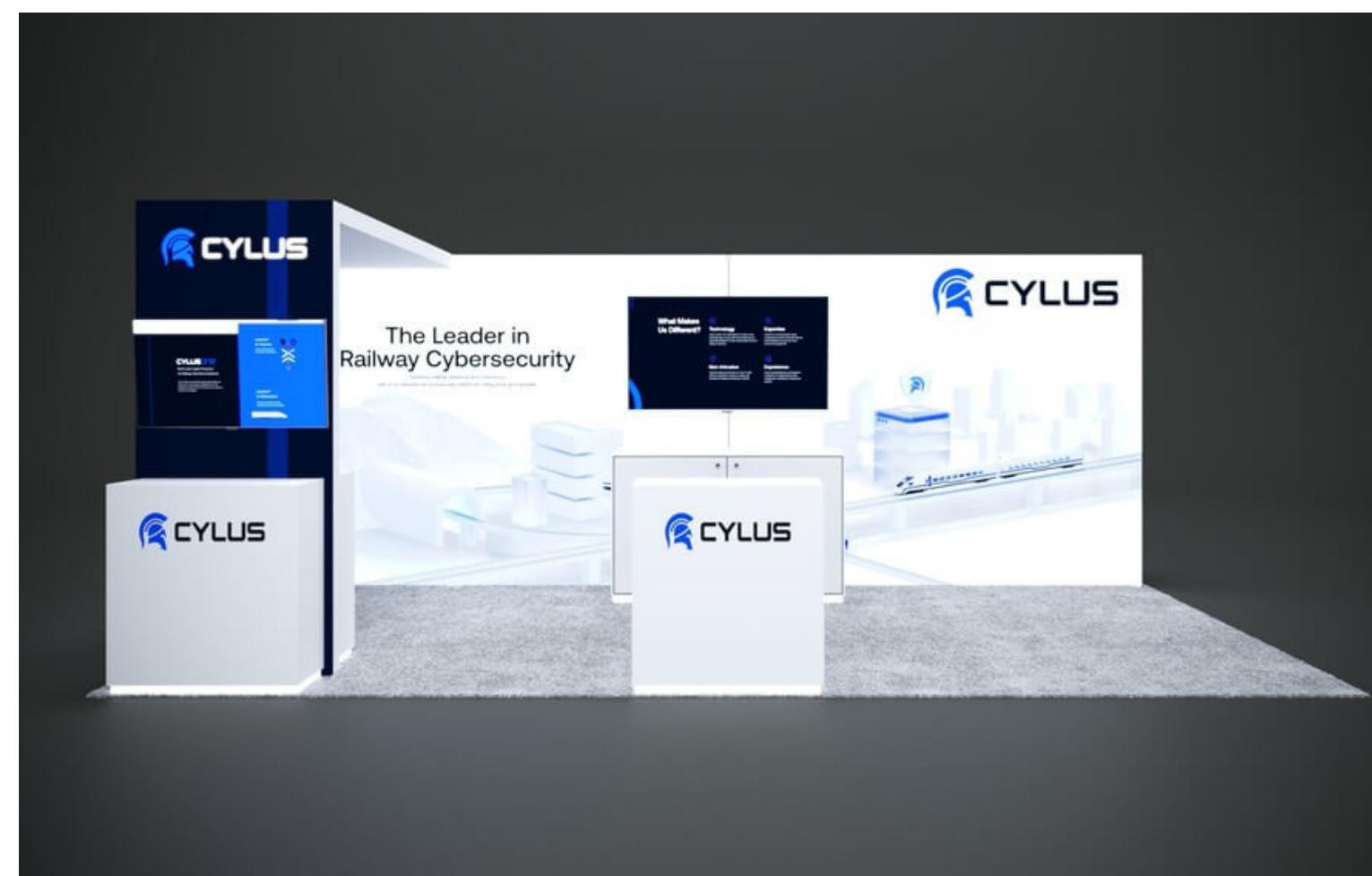
08 CarteNav



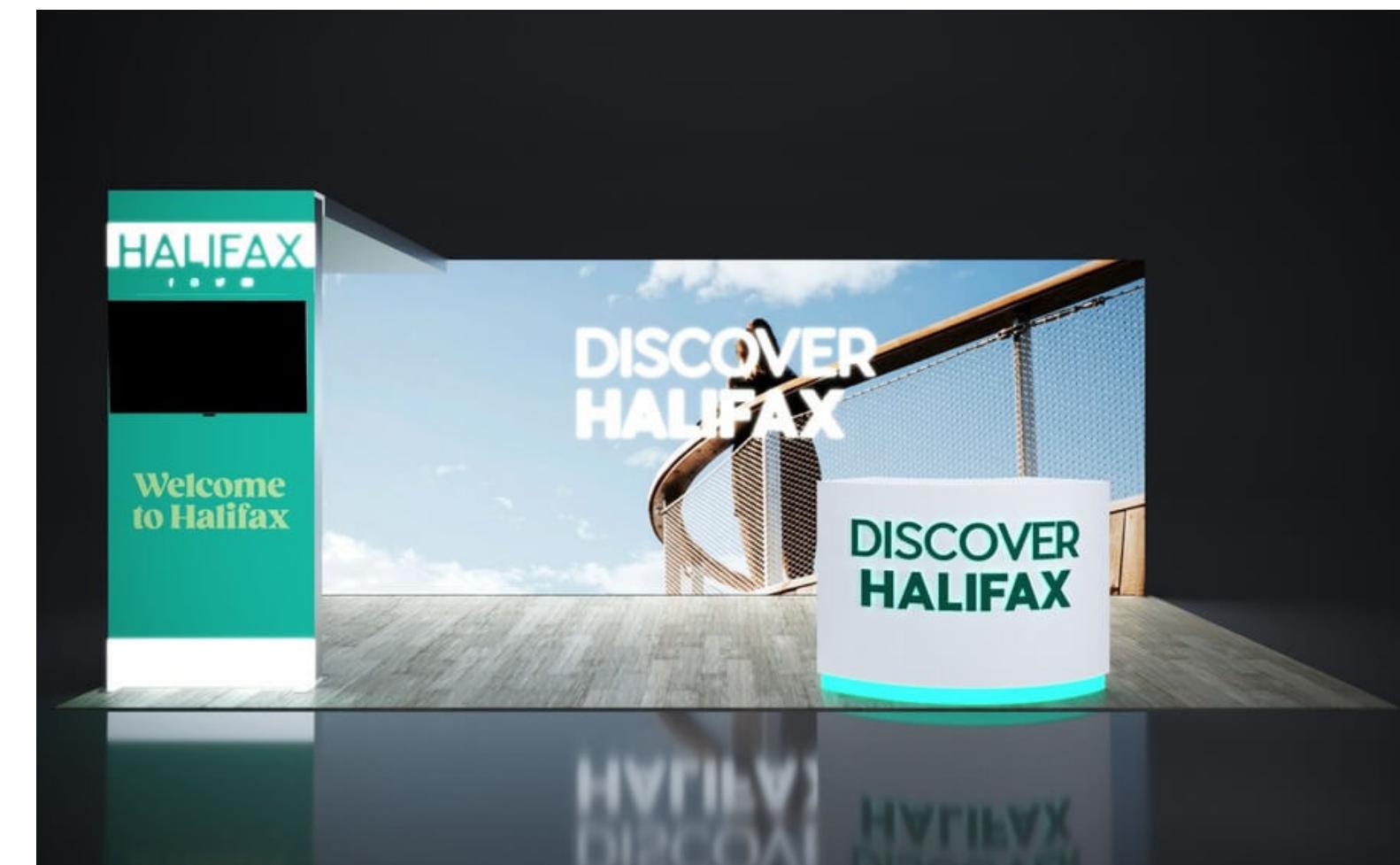
09 CentricSoftware



10 Codio



11 CYLUS

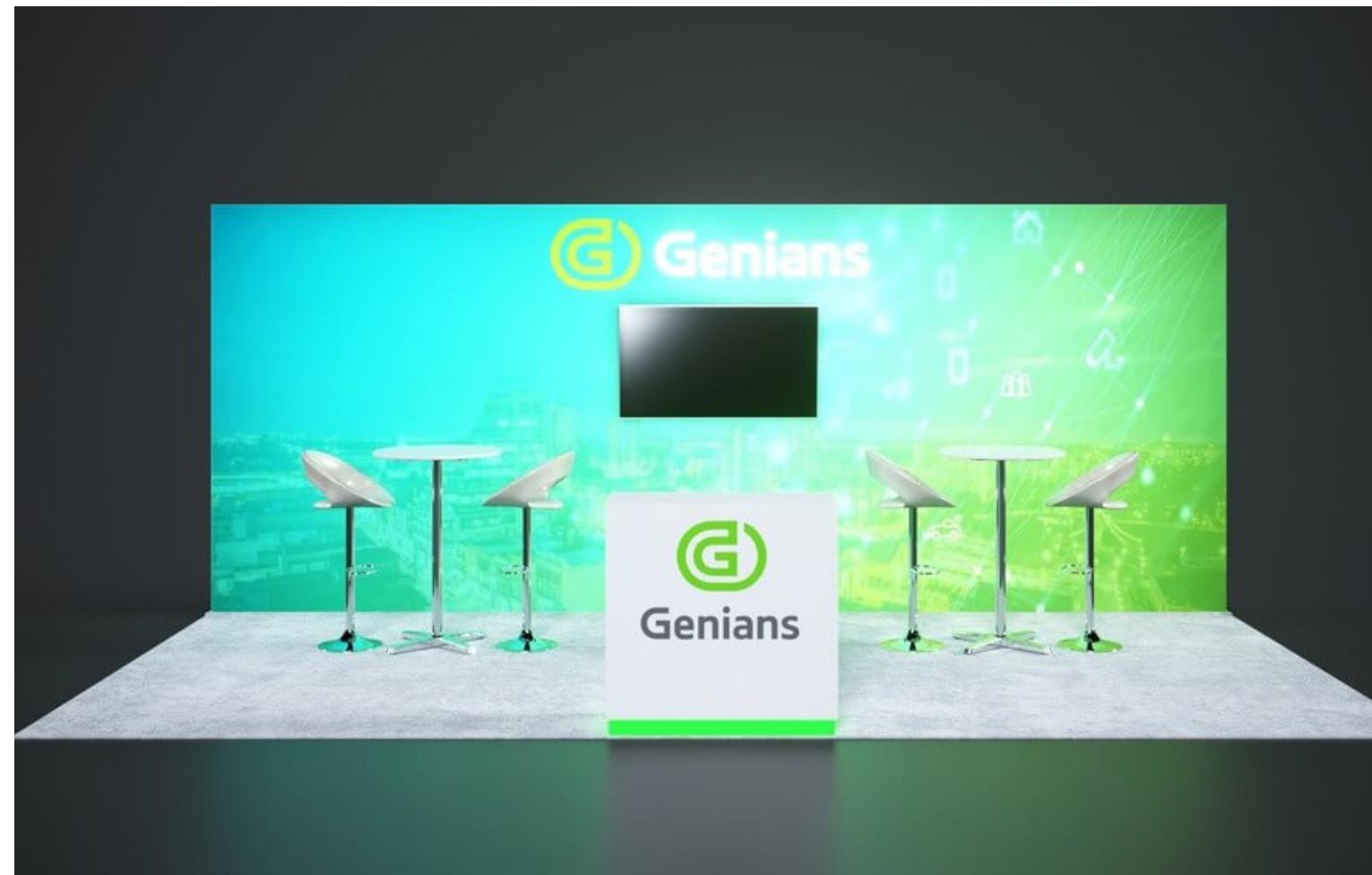


12 Discoverhalifaxns

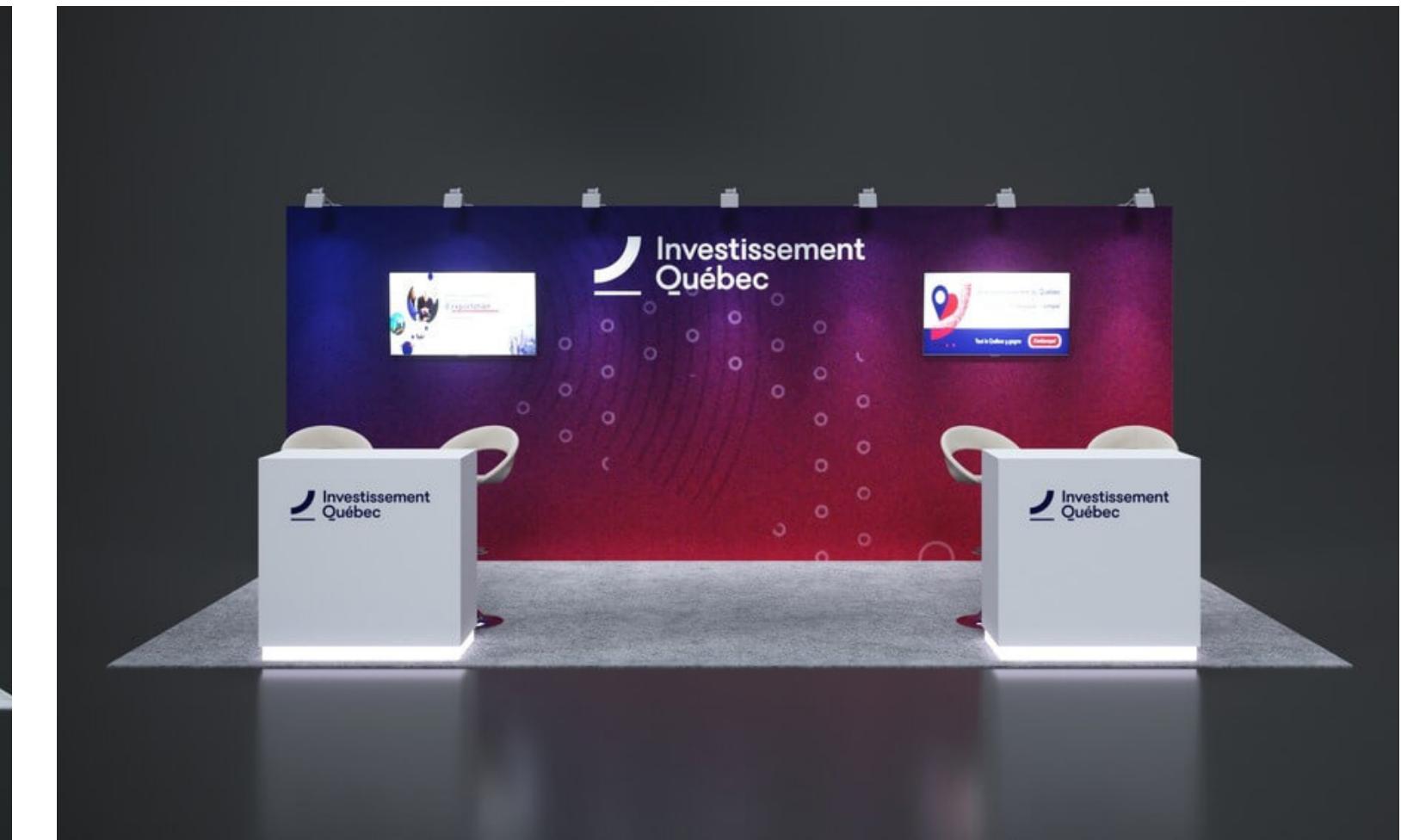
## 02 | 10x20 Configurations



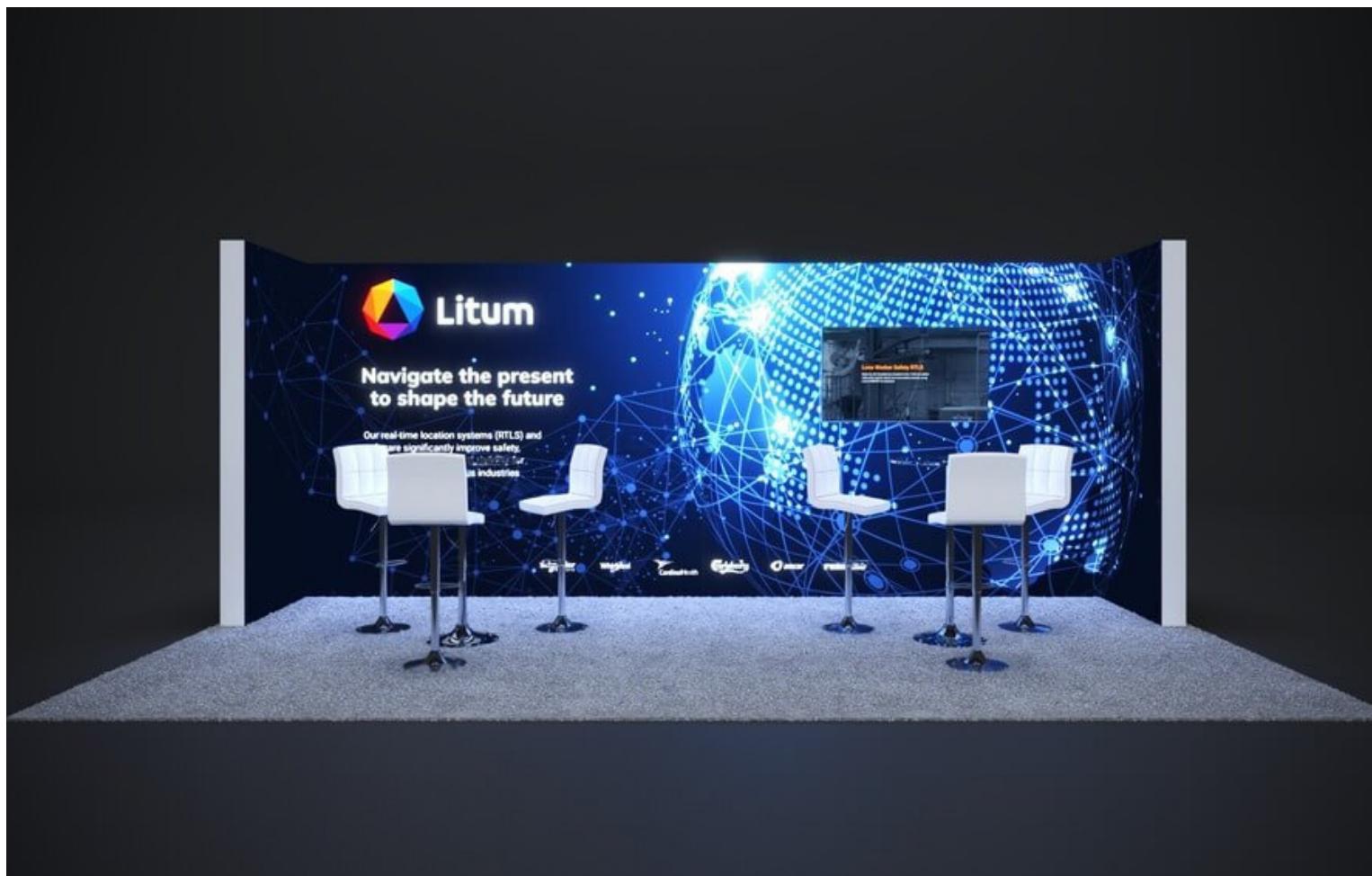
13 Earth Science 2



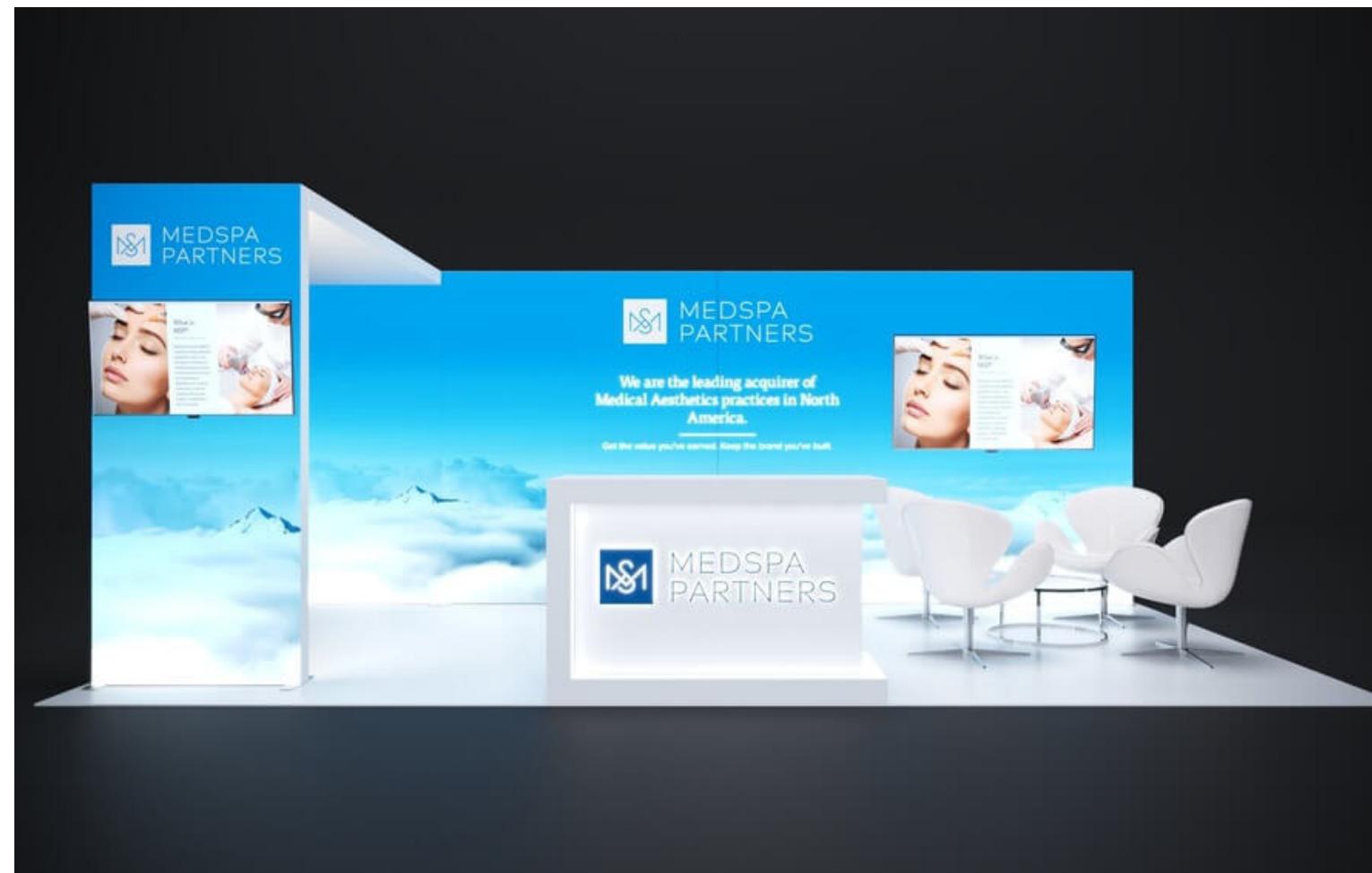
14 Genians



15 Investissement



16 litum



17 Medspapartners



18 Mjlogs

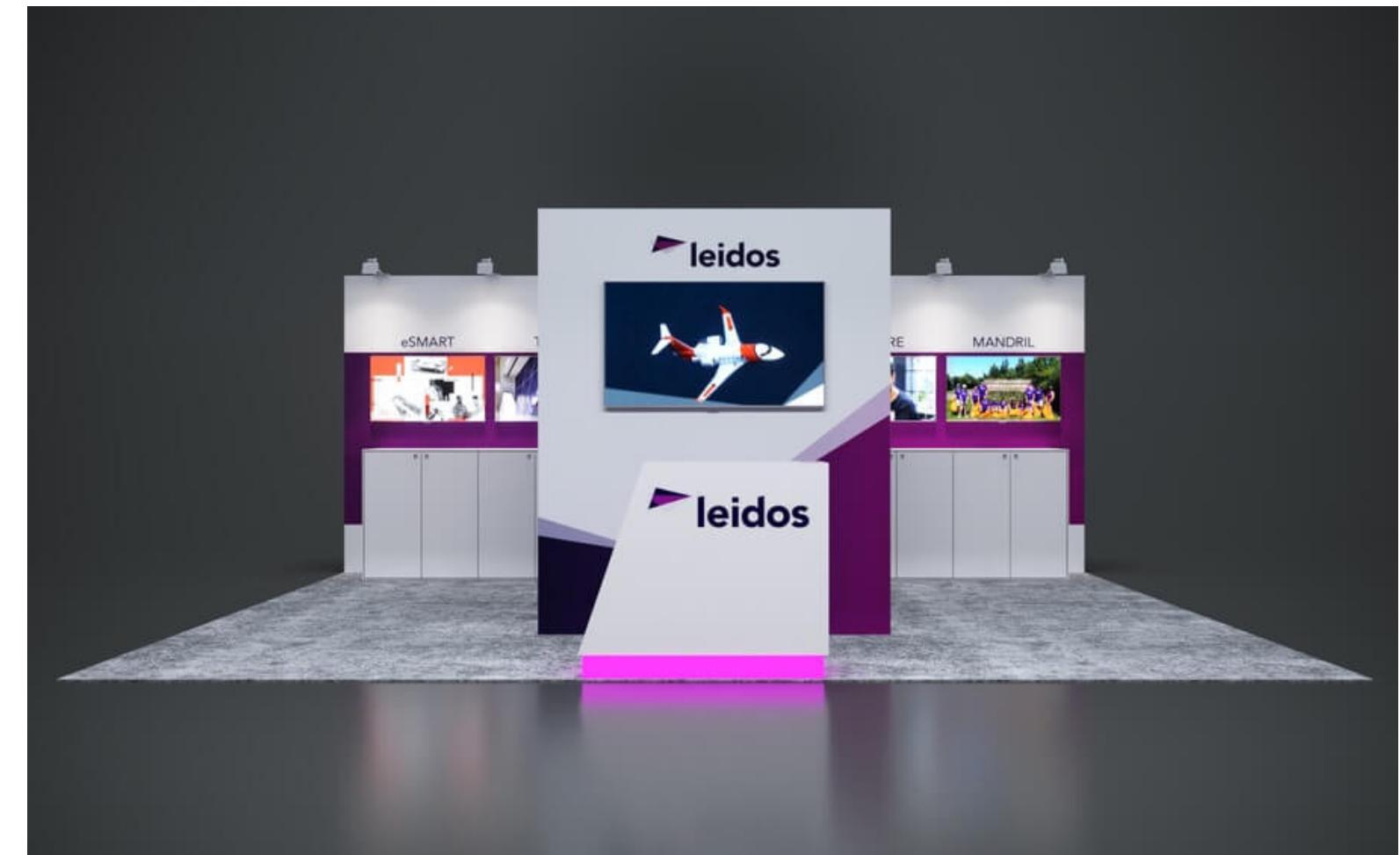
## 03 | 20x20 Configurations



19 Britecore



20 Jeldwen



21 Leidos



22 Meltwater



23 TonyBet



24 Applyboard

# **ANNEX E**

Calgary TELUS Convention Centre Venue Advertising Catalog



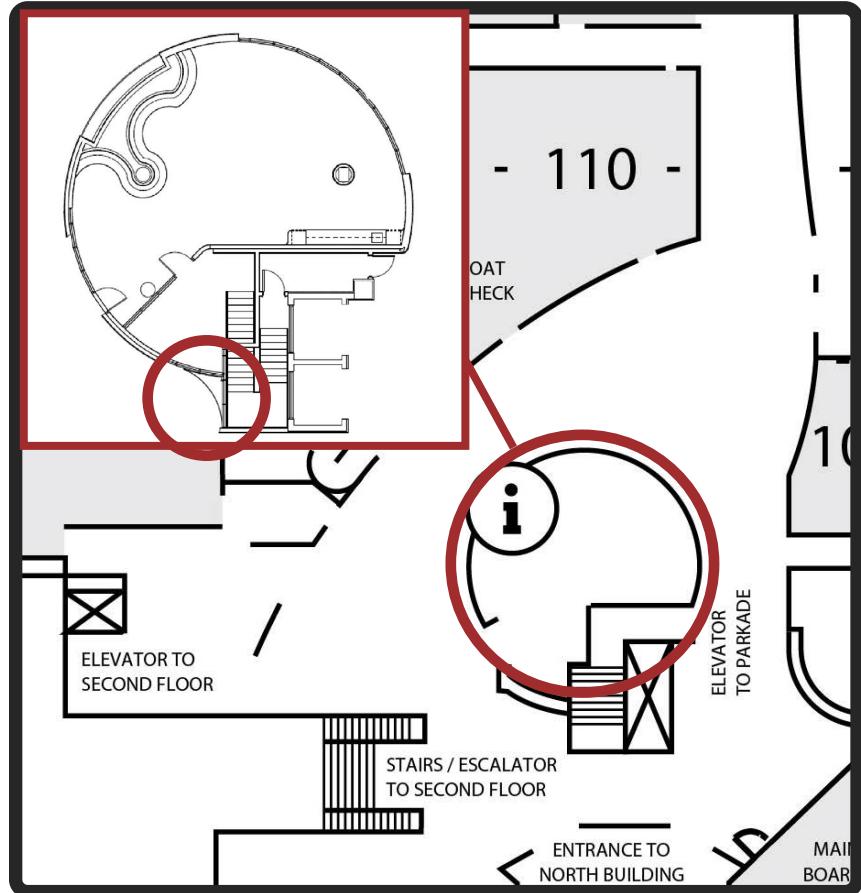
# VENUE ADVERTISING



Calgary TELUS  
Convention Centre



# TELUS MAIN LEVEL (NORTH SIDE)



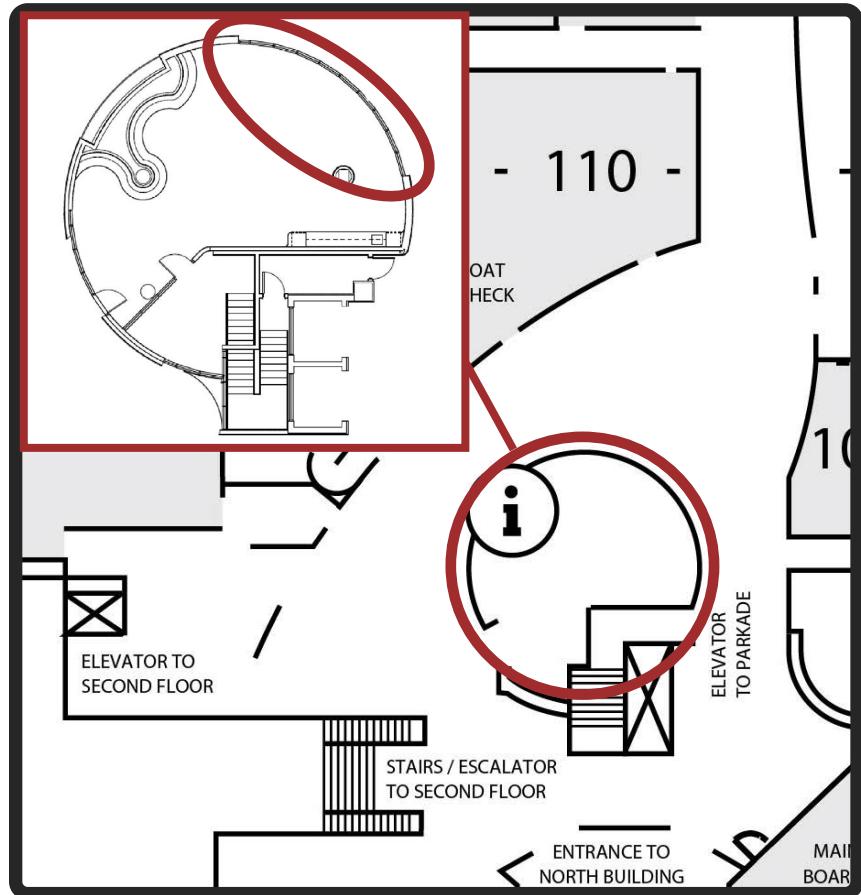
**B1 thru B3 - Window - \$1000 + GST**

**C1 thru C2 - NOT AVAILABLE**



To Place Order, Contact:  
**Colin Stephenson**  
[colin@defsecwest.ca](mailto:colin@defsecwest.ca)  
**(403) 463-5054**

# TELUS MAIN LEVEL (NORTH SIDE)



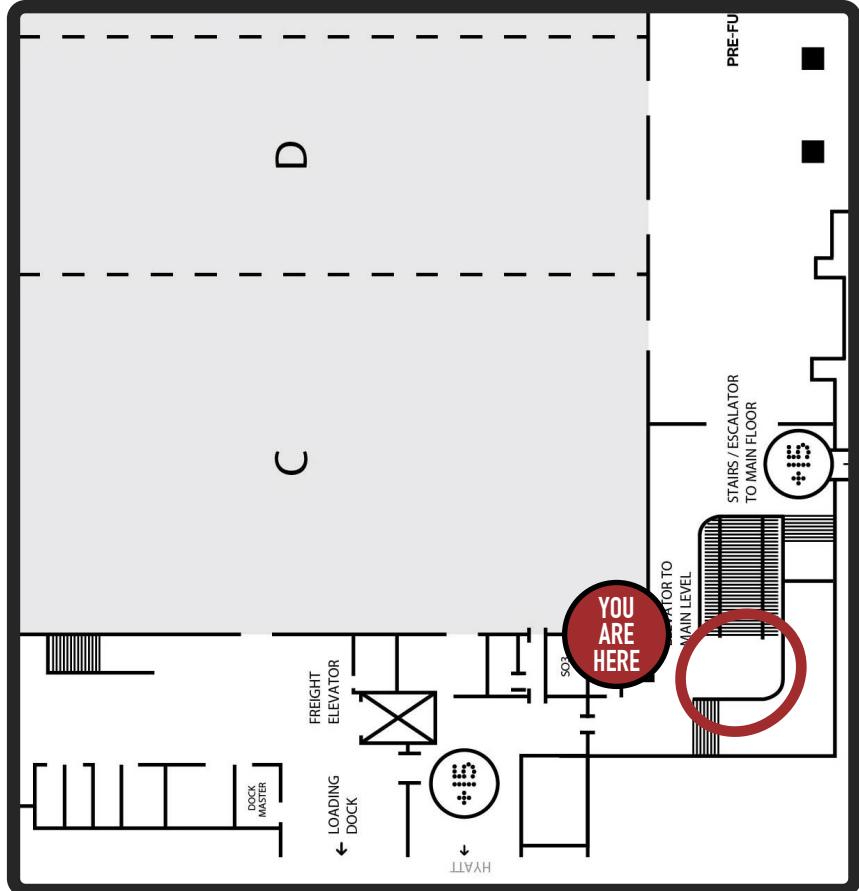
**D1 thru D10 - Window - \$1100 + GST**



To Place Order, Contact:  
**Colin Stephenson**  
[colin@defsecwest.ca](mailto:colin@defsecwest.ca)  
(403) 463-5054

# UPPER LEVEL

(NORTH SIDE)



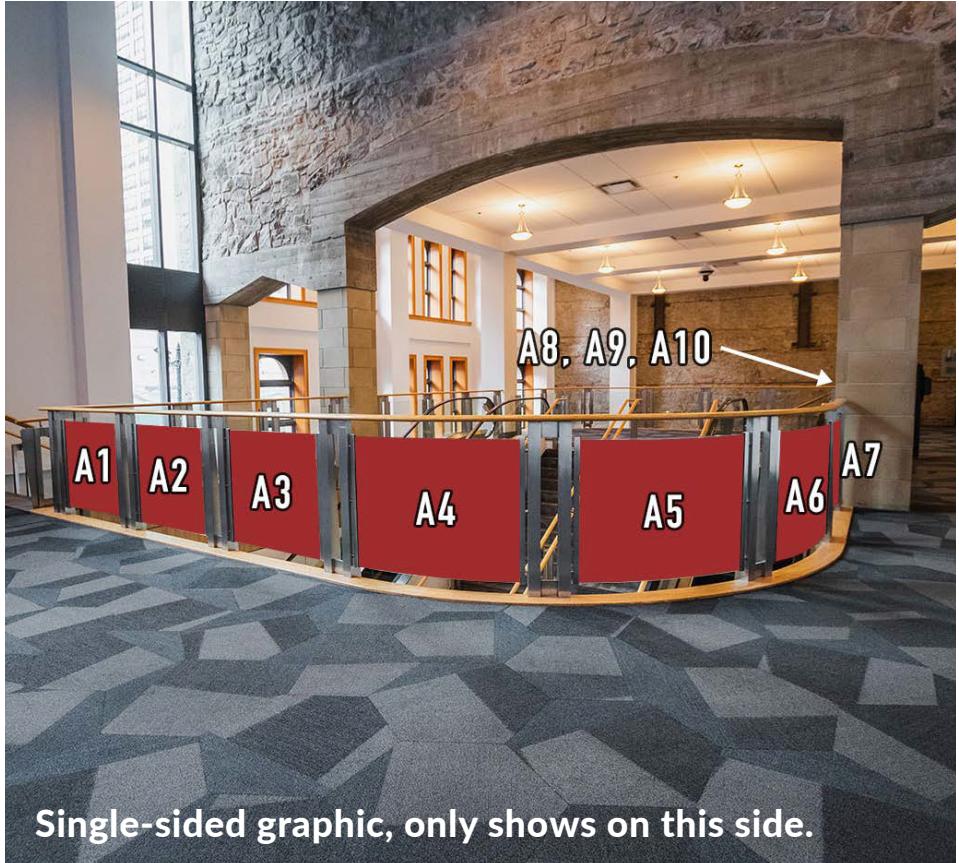
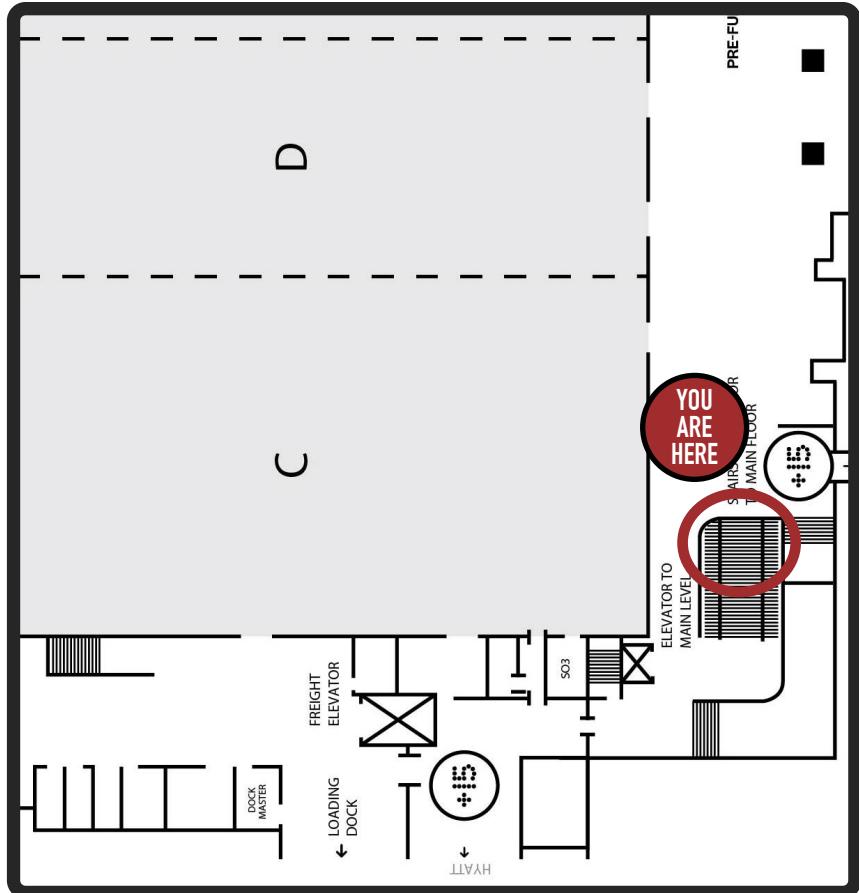
Single-sided graphic, only shows on this side.

**A1 thru A3** - Glass Railings - \$600 + GST  
**A4 thru A6** - Glass Railings - \$500 + GST



To Place Order, Contact:  
**Colin Stephenson**  
[colin@defsecwest.ca](mailto:colin@defsecwest.ca)  
(403) 463-5054

# UPPER LEVEL (NORTH SIDE)



Single-sided graphic, only shows on this side.

**A1 thru A3** - Glass Railings - \$450 + GST

**A4 thru A7** - Glass Railings - \$500 + GST

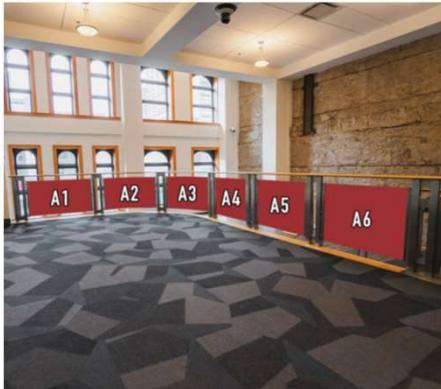
**A8 thru A10** - Glass Railings - \$450 + GST



To Place Order, Contact:  
**Colin Stephenson**  
[colin@defsecwest.ca](mailto:colin@defsecwest.ca)  
(403) 463-5054

Location Photo	Ad Code	Venue Location	Dimensions (w x h)	Price before GST
	B1	TELUS Rooms LEVEL (North Side)	38.1" x 104.3"	\$ 1,000.00
	B2	TELUS Rooms LEVEL (North Side)	38.1" x 104.3"	\$ 1,000.00
	B3	TELUS Rooms LEVEL (North Side)	38.1" x 104.3"	\$ 1,000.00
	C1	NOT AVAILABLE		
	C2	NOT AVAILABLE		

	D1	TELUS Rooms LEVEL (North Side)	31.7" x 103.3"	\$ 1,100.00
	D2	TELUS Rooms LEVEL (North Side)	31.7" x 103.3"	\$ 1,100.00
	D3	TELUS Rooms LEVEL (North Side)	31.7" x 103.3"	\$ 1,100.00
	D4	TELUS Rooms LEVEL (North Side)	31.7" x 103.3"	\$ 1,100.00
	D5	TELUS Rooms LEVEL (North Side)	31.7" x 103.3"	\$ 1,100.00
	D6	TELUS Rooms LEVEL (North Side)	31.7" x 103.3"	\$ 1,100.00
	D7	TELUS Rooms LEVEL (North Side)	31.7" x 103.3"	\$ 1,100.00
	D8	TELUS Rooms LEVEL (North Side)	31.7" x 103.3"	\$ 1,100.00
	D9	TELUS Rooms LEVEL (North Side)	31.7" x 103.3"	\$ 1,100.00
	D10	TELUS Rooms LEVEL (North Side)	31.7" x 103.3"	\$ 1,100.00

	A1	Exhibition Hall LEVEL (North Side)	52.5" x 32.5"	\$ 600.00
	A2	Exhibition Hall LEVEL (North Side)	50.0" x 32.5"	\$ 600.00
	A3	Exhibition Hall LEVEL (North Side)	50.0" x 32.5"	\$ 600.00
	A4	Exhibition Hall LEVEL (North Side)	42.5" x 32.5"	\$ 500.00
	A5	Exhibition Hall LEVEL (North Side)	43.0" x 32.5"	\$ 500.00
	A6	Exhibition Hall LEVEL (North Side)	42.0" x 32.5"	\$ 500.00

	A1	Exhibition Hall LEVEL (North Side)	35.5" x 32.5"	\$ 450.00
	A2	Exhibition Hall LEVEL (North Side)	36.0" x 32.5"	\$ 450.00
	A3	Exhibition Hall LEVEL (North Side)	35.5" x 32.5"	\$ 450.00
	A4	Exhibition Hall LEVEL (North Side)	41.5" x 32.5"	\$ 500.00
	A5	Exhibition Hall LEVEL (North Side)	41.5" x 32.5"	\$ 500.00
	A6	Exhibition Hall LEVEL (North Side)	41.5" x 32.5"	\$ 500.00
	A7	Exhibition Hall LEVEL (North Side)	40.5" x 32.5"	\$ 500.00
	A8	Exhibition Hall LEVEL (North Side)	36.5" x 32.5"	\$ 450.00
	A9	Exhibition Hall LEVEL (North Side)	36.5" x 32.5"	\$ 450.00
	A10	Exhibition Hall LEVEL (North Side)	36.5" x 32.5"	\$ 450.00

# **ANNEX F**

Exhibitor Appointed Contractor (EAC) Information Request Form (fillable)



# DEFSEC West 2026

CALGARY TELUS CONVENTION CENTRE  
CALGARY, ALBERTA, CANADA  
MARCH 24 - 26, 2026

## Exhibitor Appointed Contractor Guidelines

An Exhibitor Appointed Contractor (EAC) is a contractor hired by the exhibitor to provide assistance with your equipment, display, or products during move-in and/or move-out and is not an employee of your company (with the exception of manufacturers' reps) or of an official supplier for the show.

**Exhibitors and EACs must comply with the following guidelines:**

1. An EAC shall have the right to provide services (except those services that are exclusive) and to utilize qualified employees on the exhibit floor at the request of an exhibitor. Exclusive services must be contracted through the corresponding official supplier.
2. The EAC must keep in effect an insurance policy covering the duration of March 22 through March 27 that is in agreement with the Insurance Requirements set forth by DEFSEC West. An original Certificate of Insurance must be submitted to Show Management by March 2, 2026.
3. EAC must abide by existing labor regulations and/or contracts and rules and regulations established by the Calgary TELUS Convention Centre and DEFSEC West. All services provided by an EAC must be completed in a timely, professional manner within the established times for move-in/out.
4. The EAC must have all licenses, permits or bonding required by federal, provincial, or municipal governments and Calgary TELUS Convention Centre prior to commencing work. The EAC must be able to provide Show Management with evidence of compliance on request.
5. The exhibit floor, aisles, loading docks, service and storage areas will be under control of Global Convention Services (GCS). The EAC must coordinate all activities with them and must fully cooperate and not interfere with the efficient utilization of labour.
6. To gain admittance to the exhibit floor, the EAC must possess and be able to provide DEFSEC West a true and valid order for services from an exhibitor.
7. The EAC should perform all services in a professional manner and not engage in solicitation of current or future business on the exhibit floor at all times. Exhibitors are responsible for the conduct of the contractors they appoint.
8. All EAC personnel working in the exhibit hall will need to check-in with Global Convention Services upon arrival at the venue.
9. The EAC must confine operations within the exhibit area of the exhibitor. Aisles and vacant areas may not be used as work, storage, or dispatch areas.
10. It is the responsibility of the EAC to restore the exhibit space to its initial condition (i.e., properly remove all installed tape from the floor and any bulk trash from exhibit hall such as skids or crates). GCS will bill the EAC accordingly for any labour necessarily provided to complete such tasks.
11. The Exhibitor is responsible for providing the EAC with any necessary information pertaining to the exhibit hall (i.e., utilities, order forms, dates, hours, shipping information, etc.).
12. EAC agrees to comply with all DEFSEC West rules and regulations, including those found in the Show Manual, and shall ensure that its actions do not cause an Exhibitor to violate those rules and regulations or their DEFSEC West Exhibitor Contract Terms & Conditions.
13. Under no circumstances will DEFSEC West be liable for any lost profits or any incidental, special, indirect, punitive, or consequential damages of EAC, regardless of whether such losses or damages were foreseeable or Show Management was informed of the possibility of such losses or damages.

## Exhibitor Appointed Contractor

## Information Request Form

*Deadline: March 2, 2026*

Exhibiting Company:

Booth #:

*We intend to use the following Exhibitor Appointed Contractor to perform services in our booth:*

EAC Company Name:

Primary Contact Person:

Address:

City:

Province/State:

Country:

Postal/Zip Code:

Phone:

Fax:

E-Mail Address:

### Type of Service to be Provided:

Install/Dismantle

Booth Design & Supervision

Equipment Rental/Set-Up

Other

### Exhibitor's Authorization of EAC Agreement:

I/we certify that I/we have authorized the EAC named above for services on our exhibit at DEFSEC West 2026. I/we further certify that I/we agree to and accept the Guidelines for the EAC. I/we will instruct the EAC to provide DEFSEC West with a Certificate of Insurance verifying the required coverage no later than March 2, 2026. I/we understand that we are responsible for the actions of this EAC while completing services for our exhibit booth.

Name (please print):

Date:

### **Please return to:**

John Benson, Deputy Director, DEFSEC West  
E-Mail: [john@defsecwest.ca](mailto:john@defsecwest.ca)



# **ANNEX G**

IAEE Guidelines for Display Rules and Regulations (2023 Update)



International  
Association of  
Exhibitions and Events®

# Guidelines for Display Rules and Regulations

## 2023 North American Update



Made possible by a generous grant from

**Freeman**<sup>+</sup>

The following **Guidelines for Display Rules and Regulations** have been established by the International Association of Exhibitions and Events® (IAEE) to assist in promoting continuity and consistency among North American exhibitions and events. This revised 2023 edition is offered as a resource for exhibition and event organizers to use in creating consistent and fair exhibiting standards for their events.

Recognizing that every show is unique, IAEE presents the information contained within as recommendations or suggestions for exhibiting standards each Organizer should consider. Organizers are encouraged to review the **Guidelines** and then develop their own show-customized set of exhibiting rules and regulations based on the individual features of their specific exhibition or event.

Once an Organizer has finalized their show's official set of display rules, it is good practice to provide access to a digital copy within the show's exhibitor prospectus, an exhibitor services kit, and the official rules and regulations pertaining to exhibitor participation. By providing exhibitors with the professional standards expected of their displays and participation, they will be prepared to properly design, build and plan their booth's layout and content allowing for an environment where all exhibitors will have the opportunity for successful interaction with their audiences.

**Important Note:** Although compliance with fire, safety, the U.S. Americans with Disabilities Act (ADA), and other state, federal or provincial government requirements have been addressed, Organizers should always check with exhibition service contractors and the facility for specific details on local regulations and requirements.

*IAEE is a global association that serves as the foremost authority on exhibitions and events management and operations, and these **Guidelines** are the model for most North American exhibitions and events but in all instances, organizations should consult their legal counsel. In no event shall IAEE be held liable for damages of any kind in connection with the material, methods, information, techniques, opinions or procedures expressed, presented, or illustrated in these **Guidelines** or related materials.*



International  
Association of  
Exhibitions and Events®

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IAEE has identified two distinctly different styles of show display regulations. One style is “Line-of-Sight” while the second is “Cubic Content.” Organizers should decide which style is best suited to their event or designated section of the event. Organizers might find line of sight rules are best for linear booths and cubic content rules for configurations of island, peninsula or perimeter booths.

## LINE-OF-SIGHT STYLE

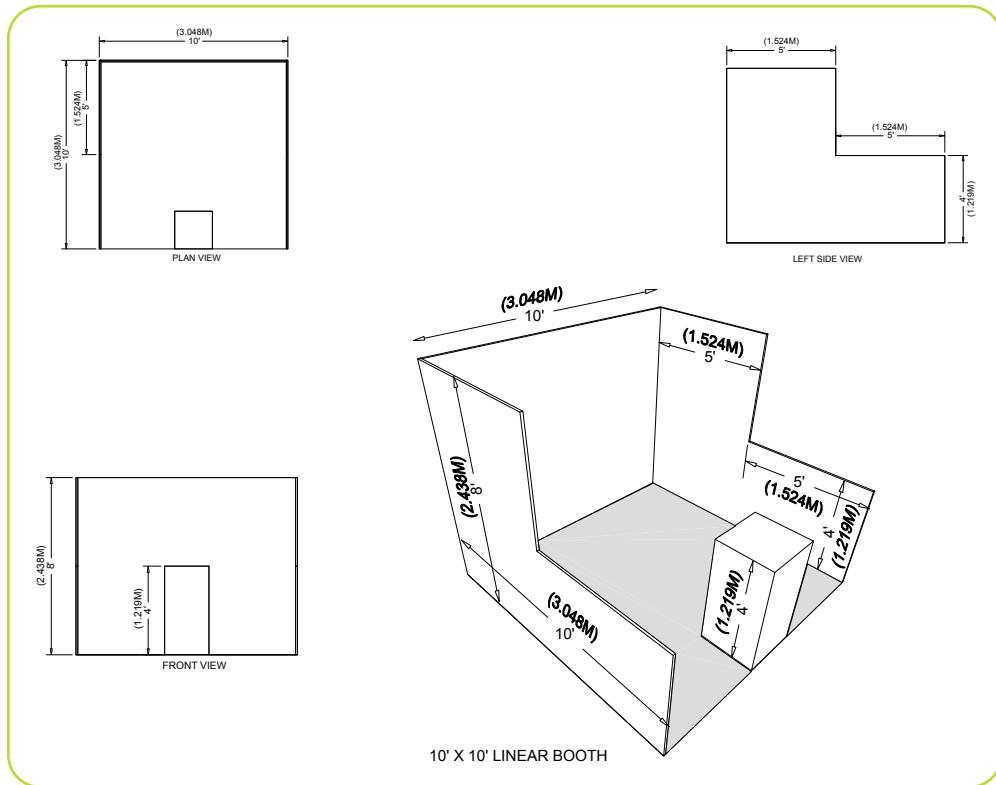
Line-of-Sight display rules provide restrictions on certain areas of booths to allow attendees to view neighboring booths in their line of sight as they walk the floor. There are a variety of booth types, and each one is addressed below with specific insight on how to implement Line-of-Sight regulations.

### LINEAR OR IN-LINE BOOTH

The ability to have products or services easily seen by attendees as they walk the aisles is essential to all exhibitors, and that is the basis for including a Linear Booth Line-of-Sight setback rule. Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

#### Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is specified to prevent display materials from imposing on neighboring exhibits behind the back wall.



#### Use of Space

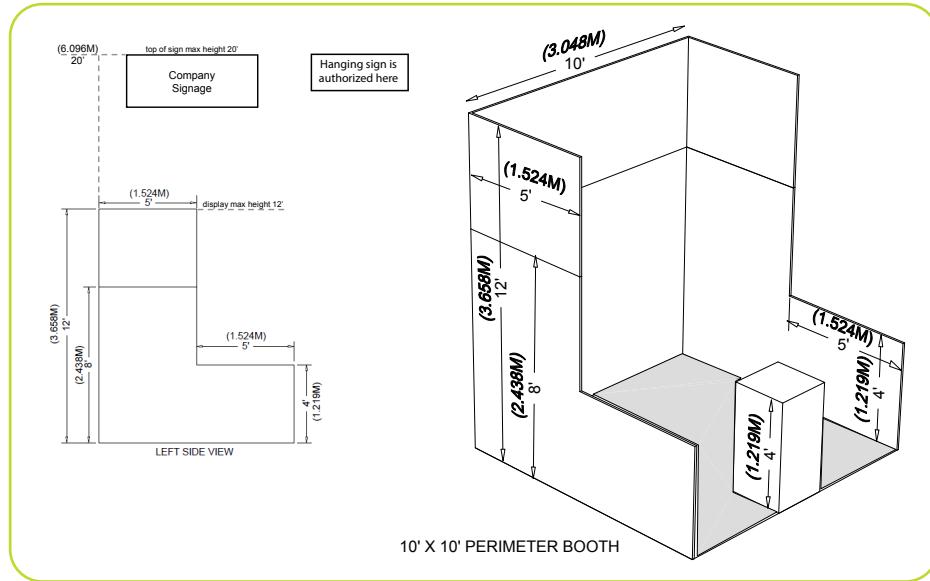
Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc., display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.

## CORNER BOOTH

A Corner Booth is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All guidelines for Linear Booths apply.

## PERIMETER BOOTH

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

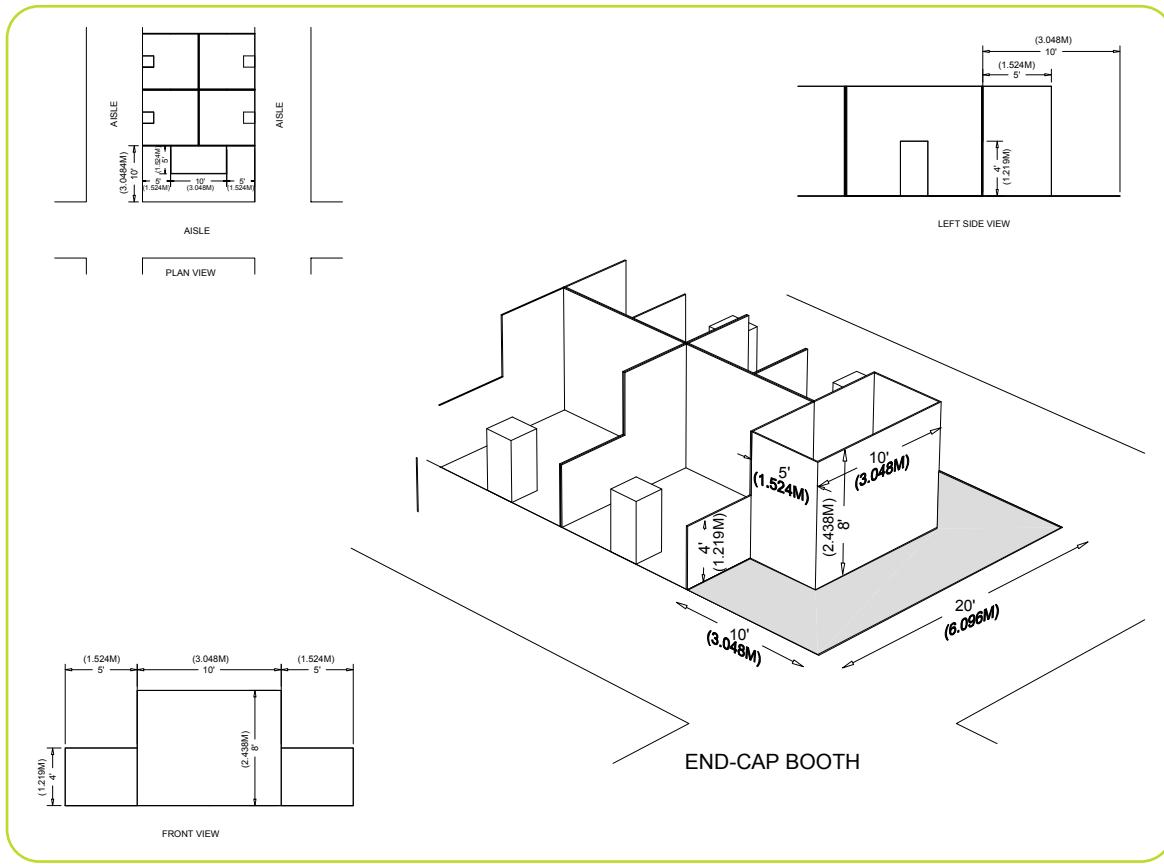


## Dimensions and Use of Space

All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height for Perimeter Booths is 12ft (3.66m).

## END-CAP BOOTH

An End-cap configuration is essentially an in-line (linear) booth placed in the position of a Peninsula or Split Island. For shows that have Line-of-Sight rules and not Cubic Content, this configuration must follow the dimensions below. Organizers should be alert to exhibitors reserving End-cap configurations to ensure they do not violate Linear Booth Line-of-Sight regulations for neighboring exhibits. (In most cases, this booth style is not recommended due to the Line-of-Sight issues, and Organizers should be aware of these challenges when using them.)

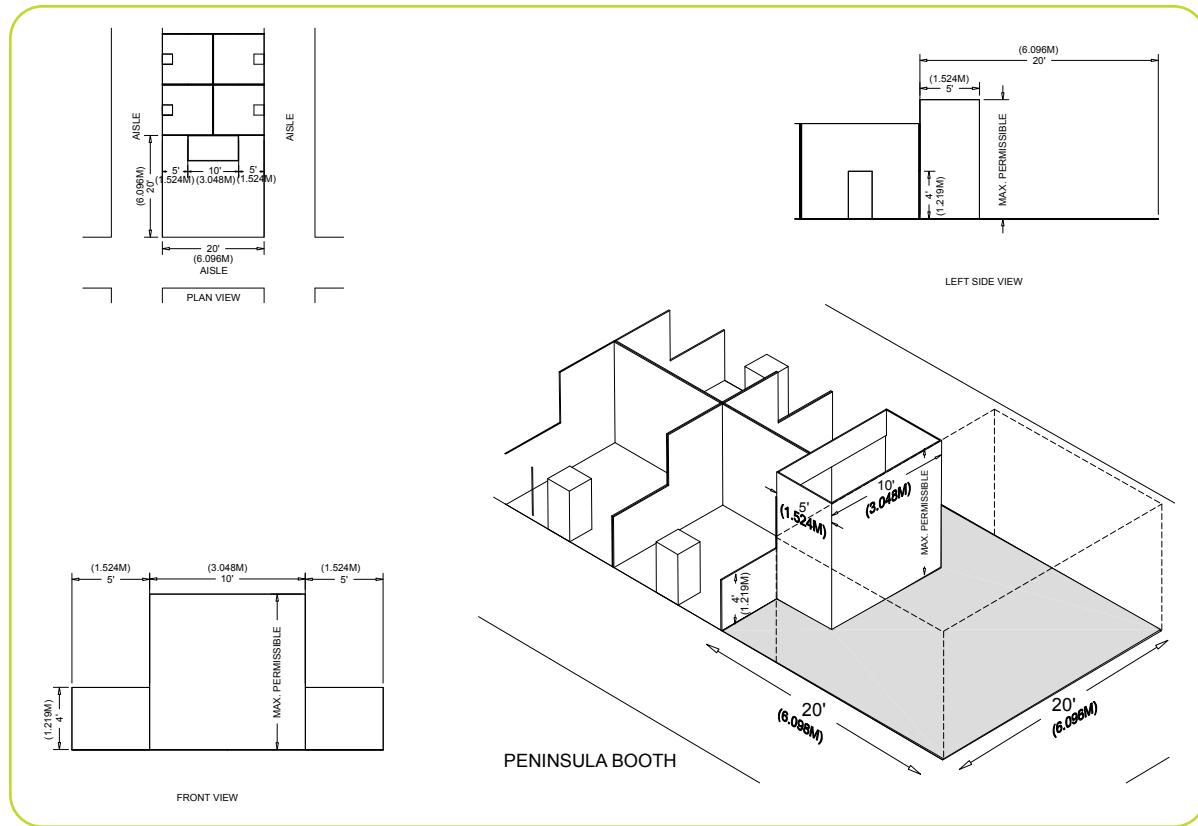


### Dimensions and Use of Space

End-cap Booths are generally 10ft (3.05m) deep by 20ft (6.10m) wide. The maximum back wall height allowed is 8ft (2.44m) and the maximum backwall width allowed is 10ft (3.05m) at the center of the backwall with a maximum 5ft (1.52m) height on the two side aisles. Within 5ft of the two side aisles, the maximum height for any display materials is 4ft.

## PENINSULA BOOTH

A Peninsula Booth is exposed to aisles on three sides. There are two types of Peninsula Booths: (a) one which backs to Linear Booths, and (b) one which backs to another Peninsula Booth which is referred to as a “Split Island Booth.”

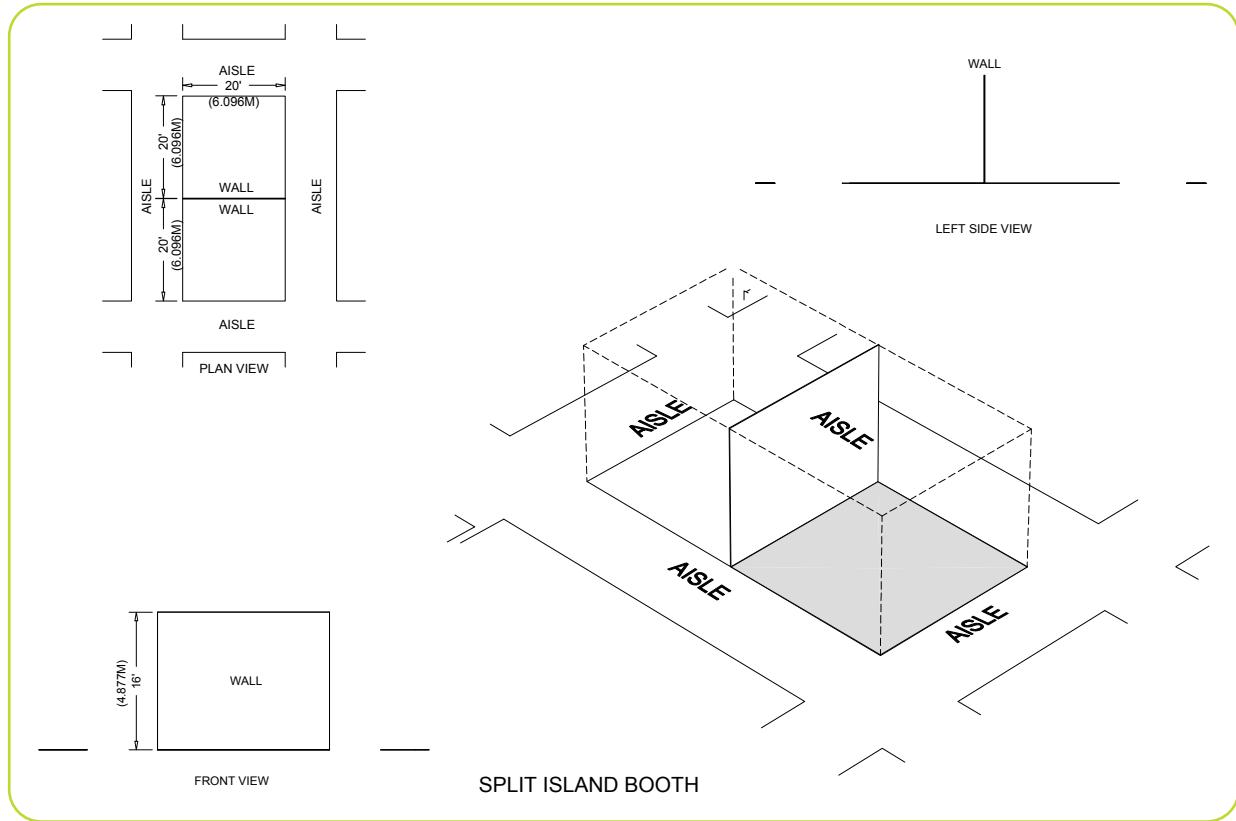


## Dimensions and Use of Space

A Peninsula Booth is usually 20ft by 20ft (6.10m by 6.10m) or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to 4ft (1.22m) high within 5ft (1.52m) of each aisle, permitting adequate line of sight for the adjoining Linear Booths. A typical maximum height range allowance is 16ft to 20ft (4.88m to 6.10m), including signage for the center portion of the back wall. Double-sided signs, logos and graphics shall be set back 10ft (3.05m) from adjacent booths.

## SPLIT ISLAND BOOTH

A Split Island Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth.



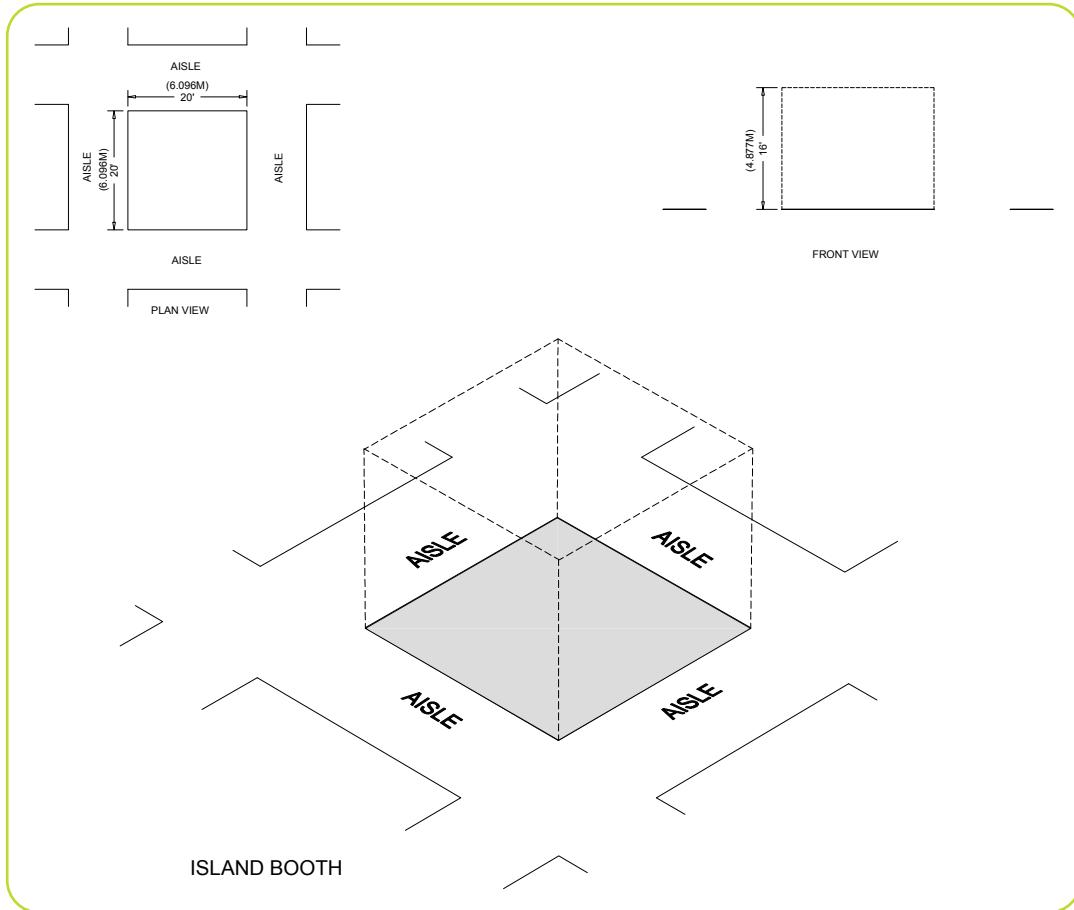
### Dimensions and Use of Space

The entire Cubic Content of this booth may be used, up to the maximum allowable height, without any back wall Line-of-Sight restrictions. A typical maximum height range allowance is 16ft to 20ft (4.88m to 6.10m), including signage. The entire Cubic Content of the space may be used up to the maximum allowable height. Double-sided signs, logos and graphics shall be set back 10ft (3.05m) from adjacent booths.

For large shows with big exhibitors, it may be difficult to maintain the entire booth and hanging sign to be within 16ft. If you make it 20 ft then you run the risk of lots of large booths (with or without signs) being 20 ft and dwarfing all around them. That is fine as long as everyone is aware of it. An alternative could be to offer a max booth height of 16 ft and each exhibitor must have a 4 ft gap between the top of the booth and the bottom of the hanging sign. The only exception is if the booth and hanging sign can stay below 16ft. It is far from perfect but does allow at least the ability to see through a booth.

## ISLAND BOOTH

An Island Booth is any size booth exposed to aisles on all four sides.

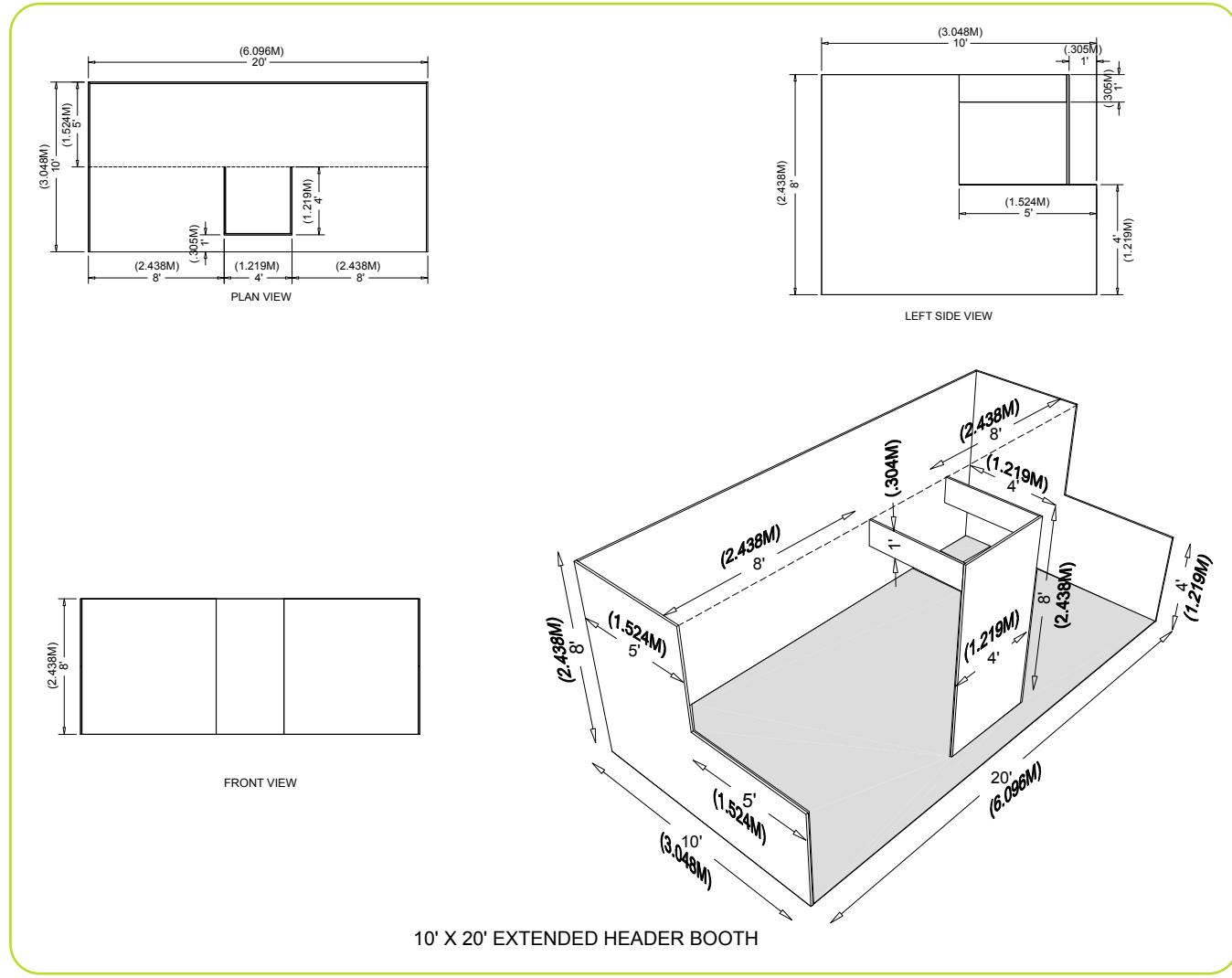


## Dimensions and Use of Space

An Island Booth is typically 20ft by 20ft (6.10m by 6.10m) or larger, although it may be configured differently. Island booths should not be allowed at less than 400 sq ft. Island booths at 200 or 300 sq ft basically result in frustrating everyone behind them. The entire Cubic Content of the space may be used up to the maximum allowable height, which is usually a range of 16ft to 20ft (4.88m to 6.10m), including signage.

## EXTENDED HEADER BOOTH 20FT (6.10M) OR LONGER

An Extended Header Booth is a Linear Booth 20ft (6.10m) or longer with a center extended header.



### Dimensions and Use of Space

All guidelines for Linear Booths apply to Extended Header Booths, except that the center extended header has a maximum height of 8ft (2.44m), a maximum width of 20 percent of the length of the booth, and a maximum depth of 9ft (2.7m) from the back wall.

## CUBIC CONTENT STYLE

Cubic Content style allows exhibits to fully occupy the width, depth and height of the booth footprint. For example, a 10ft by 10ft (3.05m x 3.05m) booth would be allowed to utilize the full volume of the cube of a 10ft wide (3.05m) x 10ft deep (3.05m) x 8ft (2.44m) high area.

It is the choice of the Organizer to allow use of full Cubic Content in linear exhibit space or to observe the Line-of-Sight set-back rule. It is common at certain types of exhibitions or events to eliminate the Line-of-Sight requirement for Linear, End-cap, and Peninsula Booths that back up to Linear Booths. This permits exhibitors to utilize the full Cubic Content of the booth.

Organizers that utilize Cubic Content in Linear Booths do so for one or all of these reasons:

- ⦿ Cubic Content is more conducive to certain types of product displays or experiences.
- ⦿ Cubic Content maximizes the exhibit space and investment.
- ⦿ Generally, exhibitions outside North America utilize Cubic Content making the show friendlier to international exhibitors.
- ⦿ Cubic Content reduces the need to police exhibits to enforce Line-of-Sight setback rules.

Use of Cubic Content may create situations where the Organizer must address exhibits that have unfinished walls. A determination must be made as to responsibility for finishing these unfinished walls.

It is prudent for the Organizer considering Cubic Content to examine the concerns, advantages and disadvantages prior to putting Cubic Content guidelines into practice. It is often wise to consult with the exhibition's Exhibits Advisory Board or perhaps conduct a focus group of the exhibition's or event's exhibitors to determine their interest and gain their feedback and support for the concept. Organizers must be proactive in communicating with exhibitors and understand the effect it will have on the exhibition or event.

To learn more about Cubic Content, read the *IAEE White Paper: Evaluating and Implementing Cubic Content into Linear Exhibit Space* in the Appendix on page 17.

## OTHER IMPORTANT CONSIDERATIONS

### REMOTE-CONTROLLED DEVICES

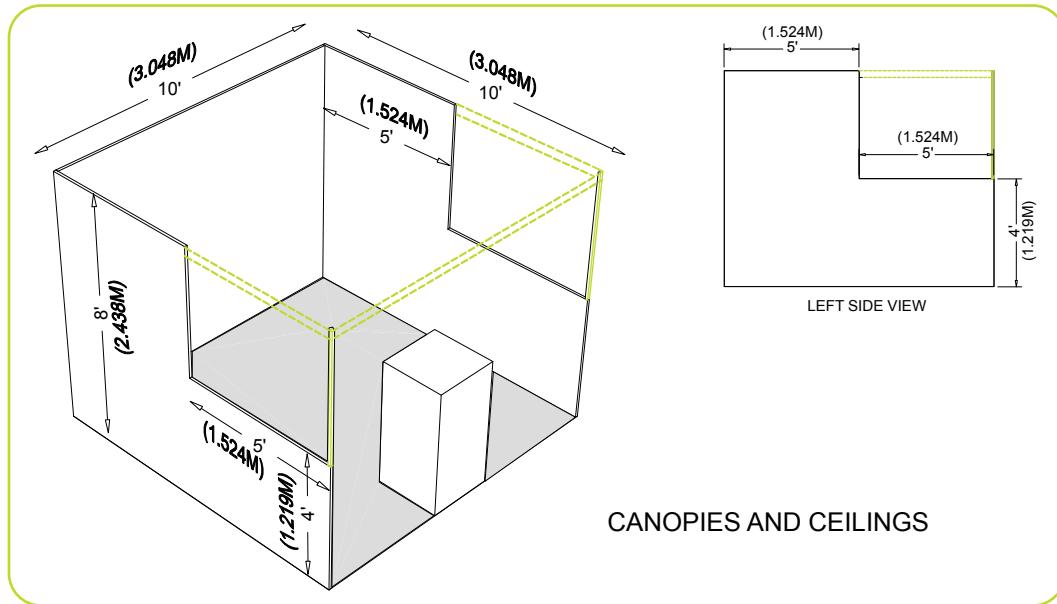
Products such as remote-controlled cars, drones, planes, helicopters, robots, etc. are to be demonstrated in a safely controlled area of the exhibit floor (i.e. Demonstration Area). When a remote-controlled device is to be used for the purpose of demonstrating a product that requires use of an area outside of the exhibitor-assigned booth space, the Organizer will provide a Demonstration Area for this purpose. The Demonstration Area should include safe netting or other barrier appropriate to accommodate product(s) being demonstrated and be included on the master floor plan submitted for Fire Marshal approval. Each individual facility reserves the right to determine what constitutes a safe and controlled Demonstration Area prior to final plan approval.

**NOTE for Drone Operation:** Local facility and city ordinances are in effect in most areas and prohibit drone activity near the public or in public spaces. The accepted drone default regulation is the [FAA Small UAS Rule Part 107](#) which requires drone operators to obtain a Remote Pilot Certificate. Commercial regulations often require permits and insurance.

## CANOPIES AND CEILINGS

A canopy sign is similar to an awning on a building, except it does not include the goal of providing shelter. It extends from a booth to serve the function as a marquee. Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or to allow for hanging products). Canopies for Linear or Perimeter Booths should comply with Line-of-Sight requirements. (See “Use of Space” for Linear or Perimeter Booths, and height limits).

The bottom of the canopy should not be lower than 7ft (2.13m) from the floor within 5ft (1.52m) of any aisle. Canopy supports should be no wider than three inches 3in (.08m). This applies to any booth configuration that has a sight line restriction, such as a Linear Booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings and other similar coverings. Check with the appropriate local agencies prior to determining specific exhibition rules.



## STRUCTURES AND TIE-OFFS

### Structures

Show Organizer requires a stamped certification from a design professional (Civil or Structural Engineer) registered in the state where the Event will be held affirming all calculations and specifications for any custom-built suspended elements such as but not limited to non-serially manufactured signs, lightboxes, headers, video wall surrounds, and entry portals. For additional assistance regarding these requirements, please reach out to the rigging vendor.

### Tie-offs

Show Organizer reserves the right to request a stamped certification from a design professional (Civil or Structural Engineer) registered in the state where the Event will be held affirming all calculations and specifications and/or a peer review from such registered design professional for attachment of any structure to provide additional support terminating to the venue (Ex. Tie-off of header, seismic lines, tie-off of video walls). If you anticipate needing this service, please reach out to the rigging vendor review and pre-authorization.”

## HANGING SIGNS AND GRAPHICS

Most exhibition and event rules allow for Hanging Signs and Graphics in all standard Peninsula and Island Booths, usually to a maximum height range of 16ft to 20ft (4.88m to 6.10m) from the top of the sign, or as determined by the Organizer. End-cap Booths do not qualify for Hanging Signs and Graphics. The distance is measured from the floor to the top of the sign. Whether suspended from above, or supported from below, they should comply with all ordinary use-of-space requirements. For example, the highest point of any sign should not exceed the maximum allowable height for the booth type. (An exception to this rule is made for Perimeter Booths, which can have a 12ft [3.66m] backwall but max sign height can be 20ft. [6.10m]. See page 2 Perimeter Booth for diagram.)

Hanging Signs and Graphics should be set back 10ft (3.05m) from adjacent booths and be directly over contracted space only.

Approval for the use of Hanging Signs and Graphics, at any height, should be received from the Organizer at least 60 days prior to installation. Variances may be issued at the Organizer's discretion. Drawings should be available for inspection.

Sign Hanging Points must be engineered, and the hardware must be domestic, forged, shouldered, rated, and stamped with Working Load Limit (WLL). All overhead rigging must comply with facility and show management regulations. The official contractor and/or facility will require an engineered print of all truss and lighting rigging including rigging point loads, as well as any ground supported truss structures or LED video walls. All submitted files should be in DWG format. This information is typically required at least three weeks out from the first day of move-in of an event. Electrical signs must be in working order and in accordance with the National Electrical Code. If any hang point exceeds 200 lbs. please notify the official contractor for official authorization.

## TEARDROP SIGNS AND TENTS

Placement of Teardrop flags must be positioned in the back ½ of all linear booths.

Tents – must have no copy on the sides or back side and not exceed 8ft height limit. I would also specifically address the tents with extended ceilings, see below. Under no circumstances are these acceptable in a linear booth regardless of whether they have copy or not.

## TRUSS

Truss is a frame used to carry a cover over a booth or suspend lighting or technical equipment over a booth. Some shows will allow to go over the height limit but require plans to the organizer and service contractor for approval.

## VIDEO DISPLAYS

Show Organizer reserves the right to request approval from a registered design professional (Civil or Structural Engineer) and/or a peer review from a registered design professional for all non-serially manufactured LED and Video Display systems. All LED and video display systems must comply to ANSI E1.50-1. This applies to ground supported and suspended LED and Video Display systems. If you anticipate needing this service, please reach out to your rigging vendor.

## TOWERS AND MULTI-STORY EXHIBITS

A Tower is a free-standing exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit space configuration being used. Fire and safety regulations in many facilities strictly govern the use of Towers. A building permit or safety lines may be required.

A Multi-story Exhibit is a booth where the display fixture includes two or more levels. In many cities, a Multi-story Exhibit requires prior approval by the exhibit facility, and/or relevant local government agency, as well as the Organizer because it is deemed to be a "structure" for building purposes. The city building department generally needs to issue a building permit based on an application and drawings prepared and submitted by a licensed architect or engineer. Exhibitors should obtain local building regulations early on to ensure that all time constraints are met. Organizers should be prepared to assist exhibitors in this application process.

It is recommended that Organizers require exhibitors to provide engineering stamped documents for all Multi-story Exhibits and towers over 8ft (2.44m) in height. If engineering stamps are not required, exhibitors using these types of structures should, at a minimum, provide drawings for inspection.

## ISSUES COMMON TO ALL BOOTH TYPES

### U.S. AMERICANS WITH DISABILITIES ACT (ADA)

In the U.S., all exhibiting companies are required to be in compliance with the U.S. Americans with Disabilities Act (ADA), and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800) 514-0301, and from the ADA website at [www.ada.gov](http://www.ada.gov).

Some examples of how to design an exhibit for ADA compliance:

- ➲ Make exhibits wheelchair accessible by ramping raised exhibit flooring without extending a ramp into the aisle. Note: a standard wheelchair ramp should have a grade no steeper than 1:12. This means that for every inch of rise (change in height), there should be 12 inches of run (change in length). Ramps should have a minimum width of 36 inches.
- ➲ Ramp the entry or use hydraulic lifts to trailer exhibits.
- ➲ Avoid double-padded plush carpet to ease mobility device navigation.
- ➲ Provide the same attendee experience on both levels of a two-story exhibit.

- ⦿ Offer a signer or other auxiliary hearing-impaired apparatus for sound presentations or have a printed copy of the presentation available.
- ⦿ Run an audio presentation for people with sight problems.
- ⦿ Arrange touch screen displays at a height to accommodate a person sitting in a wheelchair.

To avoid potential fines by the U. S. Department of Justice, exhibitors must adhere to the ADA rules. Exhibits are not exempt from ADA compliance.

## STRUCTURAL INTEGRITY

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as fork lifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.

It is recommended that all exhibits 20ft by 20ft (6.10m by 6.10m) and larger require a drawing, plans or renderings, preferably digital, to be submitted to the Organizer, and to the show's Official Services Contractor for approval.

Exhibitors should ensure that any display fixtures such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.

## FLAMMABLE AND TOXIC MATERIALS

All materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant. Samples should also be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flame-proofing certificate should be available for inspection. Exhibitors should be aware of, and must adhere to, all local regulations regarding fire/safety and environment.

Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the U.S. Environmental Protection Agency, or the appropriate government entity in the country the exhibition will be held, and the facility.

## HAZARDOUS WASTE

Hazardous waste requires special arrangements to be prepared in advance of event dismantle with either the facility or a local independent disposal company. Exhibitors are responsible for all costs associated with such specialized removal.

## STORAGE

Fire regulations in most exhibit facilities prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or product appropriately within the booth area, as long as these items do not impede access to utility services, create a safety problem, or look unsightly.

## ELECTRICAL

Every exhibit facility has different electrical requirements and rules regarding who is permitted to provide equipment and labor; however, minimum guidelines are suggested:

- ⦿ All 110-volt wiring should be grounded three-wire.
- ⦿ Wiring that touches the floor should be “SO” cord (minimum 14-gauge/three-wire) flat cord, which is insulated to qualify for “extra hard usage.” It is particularly important for exhibitors to use flat electrical cord in under-carpet installations.
- ⦿ Cord wiring above floor level can be “SJ” which is rated for “hard usage.”
- ⦿ Using zip cords, two-wire cords, latex cords, plastic cords, lamp cords, open clip sockets, and two-wire clamp-on fixtures is not recommended and is often prohibited. Cube taps should be prohibited.
- ⦿ Power strips (multi-plug connectors) should be UL approved, with built-in over-load surge protectors.
- ⦿ Local code commonly requires access to electrical cords and connections along the back wall of exhibit booths; typically, the back 9 inches of the space should remain accessible for this purpose. (This would apply to all booth types with a back wall.)

To better understand electrical at exhibitions, see the CEIR article [Demystifying Electrical Services for the Exhibitor](#).

## LIGHTING

It is important to remember that lighting issues need to be identified as early as possible during the move-in process so they can be addressed and corrected while the necessary equipment is still available on the show floor and booths can be accessed.

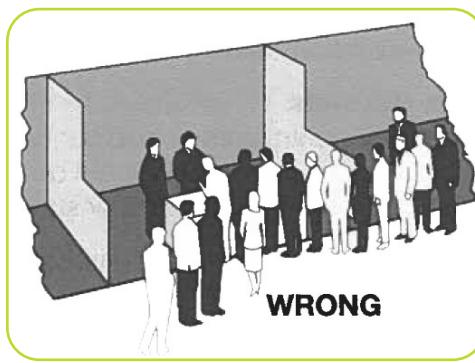
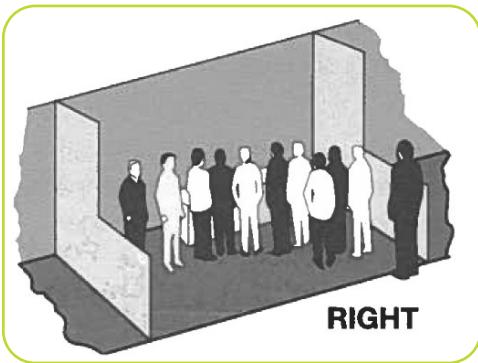
Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

- ⦿ No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to the Organizer for approval.
- ⦿ Lighting should not project onto other exhibits or exhibition aisles. Lighting, including gobos, should be directed to the inner confines of the booth space.
- ⦿ Lighting that is potentially harmful, such as lasers, ultraviolet lights or flashing or strobe lights that can trigger photosensitive epilepsy should comply with facility rules and be approved in writing by the Organizer.
- ⦿ Lighting that spins, rotates, pulsates, and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.
- ⦿ LED lights can be very bright yet generally generate less heat.
- ⦿ Currently, some convention facilities are not allowing certain types of quartz halogen lighting fixtures in exhibits due to potential fire hazards.
- ⦿ Reduced lighting for theater areas should be approved by the Organizer, the utility provider, and the facility.

## DEMONSTRATIONS

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations, product demonstrations, press conferences and other media events in a manner which assures all exhibitor personnel and attendees of such in-booth events are within the contracted exhibit space and not encroaching on the aisles or neighboring exhibits. Any queue lines formed for exhibitor customer interaction must also be contained within the booth footprint. It is the responsibility of each exhibitor to arrange displays, product presentation, audio visual presentations, and demonstration areas to ensure compliance with all other previously listed rules and regulations. Exhibitors should be aware of, and adhere to, local regulations regarding fire/safety and environment.

Special caution should be taken when demonstrating machinery or equipment that has moving parts, cooking equipment with an open flame, or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of 3ft (.91m) and/or install hazard barriers as necessary to prevent accidental injury to spectators. Additionally, demonstrations should only be conducted by qualified exhibitor personnel. Many organizers ask that demonstration plans be submitted for approval.



## SOUND/MUSIC

In general, the use of sound equipment in booths is permitted as long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned to direct sound inward (to be contained within the booth) rather than outward (toward aisles and other exhibitor booths). Generally, sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth. If an exhibitor or attendee is standing within ten feet of an exhibitor's booth and cannot carry on a normal voice-level conversation, the noise source is too loud. (Refer to the U.S. Occupational Safety and Health Act [OSHA] at [www.osha.gov](http://www.osha.gov) for more information.)

Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. Authorized licensing organizations, including but not limited to [ASCAP](#), [BMI](#) and [SESAC](#), collect copyright fees on behalf of composers and publishers of music. It is the exhibitors' responsibility to be informed of copyright laws and submit fees to the appropriate organizations.

## VEHICLES (FOR BOTH GAS AND ELECTRIC VEHICLES)

Rules for display vehicles vary widely depending on the facility and local fire and safety regulations. Compliance with fire, safety, the U.S. Americans with Disabilities Act (ADA), and other city, county, federal, and provincial government requirements is the responsibility of the Organizer.

Important Note: Always check with local exhibition service contractors and/or the facility for all requirements regarding display vehicles.

Below are a few common examples of display vehicle regulations:

- ⌚ Display vehicles must have battery cables disconnected and taped, and alarm systems deactivated.
- ⌚ Fuel tank openings shall be locked or sealed in a manner to prevent escape of vapors through filler caps.
- ⌚ Vehicles shall be limited in the amount of fuel that can remain in the tanks; specific amounts vary but one example is no more than one-quarter the tank capacity or a maximum of five gallons of fuel, whichever is less.
- ⌚ Fueling or de-fueling of vehicles on the facility premises is prohibited.
- ⌚ Once placed, display vehicles may not be started or moved without the approval and direction of show management.
- ⌚ Auxiliary batteries not connected to engine starting system may remain connected. External power is recommended for demonstration purposes. No battery charging is permitted inside buildings.
- ⌚ Combustible/flammable materials must not be stored beneath display vehicle. There may be no leaks underneath vehicles.
- ⌚ It is not recommended that Organizers hold or take possession of display vehicle keys during the event. However, it is recommended that an official policy be established for the handling of vehicle keys which might include identifying booth contacts with mobile numbers should vehicles need to be moved in an emergency or some other unforeseen situation. Need to get guidelines for placing, displaying electric vehicles.
- ⌚ Check with your facility regarding any weight load limits.
- ⌚ Show organizers should request information from exhibitors in advance of the show if they are bringing in a vehicle. Usually 45 days is the standard.
- ⌚ Vehicles can only be moved to and from their booth outside show hours and under the supervision of show management and/or Official Service Contractor depending on the rules in the building.

## ADVISORY NOTES TO EXHIBITION ORGANIZERS

### FIRE EQUIPMENT

Fire hoses, extinguishers, and audible or visual devices for fire alarms should be visible and accessible at all times.

### HANGING SIGNS

Although these Guidelines indicate 16ft to 20ft (4.88m to 6.10m) as a maximum height range to the top of the sign, some exhibitions permit other heights, or have no height limit. However, most Organizers do impose height limits. Caution should be exercised so exhibitors will not compete over air space for hanging signs.

Exhibitors should be advised to install “hanging points” at the time of manufacture of the sign or display. It is also advisable to have Hanging Signs labeled and cased separately so that they can be easily identified on-site as they usually must be installed before other exhibit construction can begin.

Recommend checking with facilities regarding some areas of exhibit hall that may not have points available to alert exhibitors.

## **HARDWALL BOOTHS**

Exhibitions that provide Hardwall Booths should specify if these structures can be used for display and attaching products.

## **PERIMETER OPENINGS**

Local fire and/or facility regulations may require larger exhibit booths to have a certain number of openings within the perimeter walls for safe egress. Regulations vary with each location, but one example would be to provide, at a minimum, one 6ft (1.83m) wide opening every 30ft (9.14m).

## **PIPE AND DRAPE**

These are commonly used at exhibitions and events in the United States to define exhibit space. Organizers also may note which size booths and configurations will be provided with pipe and drape. Organizers often include in their rules and regulations that this equipment is not intended as a display fixture. Therefore, product and signs should not be attached or affixed. Measurements of booths must allow for size of pipe on sides and back.

## **PRODUCT HEIGHT**

Some exhibitors have products that exceed display height restrictions. Organizers should establish guidelines for displaying such products. For example, some exhibitions or events require that these exhibitors reserve only perimeter space. Products exceeding height restrictions for Islands and Peninsulas are usually permitted, providing they are displayed in operating mode, and the names and logos, etc. on the product are as it is sold. NOTE: Any special height variances allowed should apply only to those products represented, produced or manufactured by the exhibitor and would not apply to ancillary display or marketing items (such as promotional flags, signs, etc.).

## **HEIGHT VARIANCES**

Height Variances may be issued for all types of booths. However, in a Linear Booth, the back side of any structure over 8ft (2.44m) must be free of trademarks, graphics and/or logos. Tall flags or markers on the front aisle of Linear Booths are prohibited. Pop up tents or canopies may be allowed but must follow all local fire and facility regulations.

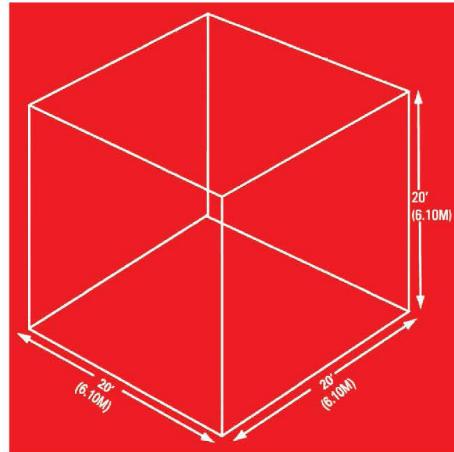
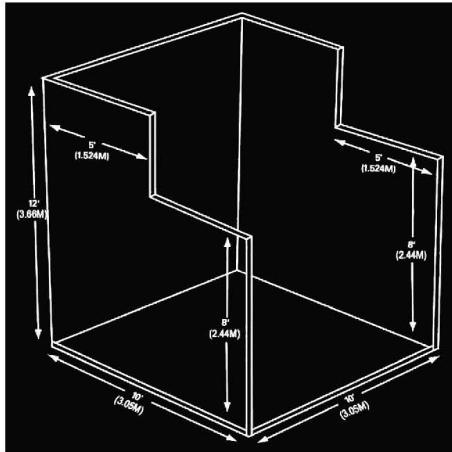
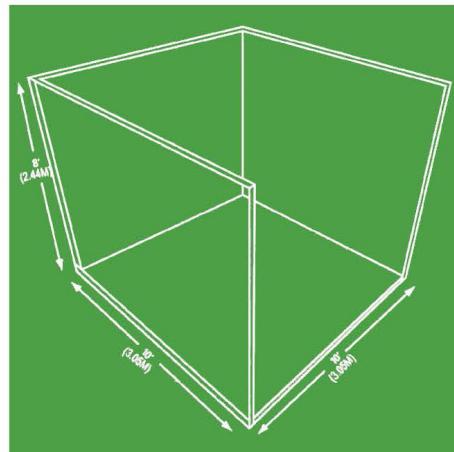
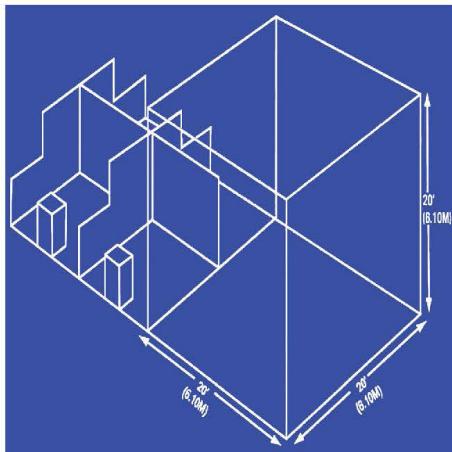
## **ENVIRONMENTAL RESPONSIBILITY**

Exhibitions and events, by their very nature, create waste. Properly managed, exhibitions and events can recycle excess materials and supplies in useful and meaningful ways, and they can do so using methods that result in minimized impact on the environment. Exhibits should utilize recycled, renewable and energy efficient materials whenever possible. Exhibitors planning to dispose of, or leave behind, any property from their booth must make arrangements with the Official Services Contractor for disposal and all appropriate and applicable fees will apply.

APPENDIX



## White Paper: Evaluating and Implementing Cubic Content into Linear Exhibit Space



**WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE**

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## WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

### Introduction

IAEE presents the following white paper as an academic briefing without recommendation regarding the use of full cubic content for linear exhibit space and its potential impact on the exhibitions and events industry. As it pertains to exhibition booths, cubic content is a unit of measurement allowing display materials and products to occupy 100 percent of the exhibit space purchased, regardless of sightlines, up to a height established by the exhibition's rules.

It is the responsibility of the exhibition organizer to establish rules to best achieve the goals for its exhibition. Based on the nature of the exhibition, it is ultimately the choice of the exhibition organizer whether to allow use of full cubic content in linear exhibit space, or to observe the line-of-sight set-back rule. IAEE's publication, *Guidelines for Display Rules and Regulations* is intended to be viewed as guidelines, and not rules.

This white paper addresses the dynamics involved in the likelihood that as more international exhibitors participate in U.S.-based events, the expectations for cubic content availability will also increase. Thus the questions are:

- How can this new trend best be met, if at all?
- What methods might be employed to allow dual usage of both cubic content booths and line-of-sight booths?
- What are the advantages/disadvantages of doing so?

Further, many exhibitions and events today already allow for cubic content, primarily due to the nature of the industry sector it serves. It is prudent for the exhibition organizer considering cubic content for their exhibitions to review the concerns, advantages and disadvantages prior to putting cubic content guidelines into practice.

### Research

IAEE requested feedback and input from its members from which 10 responses were received. Task force members then conducted telephone interviews with 35 show organizers whose organizations represent various industry sectors. Additional information was gathered through comments from the EDPA LinkedIn online discussion group. The responses are reflected in this document as to the advantages, disadvantages, international exhibitors, etc.

### Use of Cubic Content

Under the current IAEE *Guidelines for Display Rules and Regulations*, cubic content, as it pertains to exhibitions and events, generally allows an exhibitor utilizing island space (a minimum of four 10' x 10' booths, open on four sides), to occupy 100 percent of the island space with both product and display materials. Regarding linear booths, it states "It is common at certain types of exhibitions to eliminate the line-of-sight requirement for Linear, End-Cap, and Peninsula Booths that back up to Linear Booths. This permits exhibitors to utilize the full cubic content of the booth." A Split Island Booth may also be allowed to utilize full cubic content of the booth when it backs up to another Split Island Booth.

The IAEE Guidelines for Display Rules and Regulations are not rules. Therefore some organizers have revised the Guidelines to fit their own needs as it pertains to cubic content and other guidelines. For instance, some heavy equipment exhibitions, for safety purposes, may require a setback of nine to twelve inches from the aisle line to prevent tripping. Others may require a 20 percent sightline of island booths.

For the purpose of this document we will restrict comments to construction and use of linear space. Many organizers today are permitting use of cubic content in linear booths because either their exhibitors find cubic content to be beneficial to their display, or because they want international exhibitors to feel welcome. It also reduces the need to police exhibits to enforce setback rules. The IAEE *Guidelines for Display Rules and Regulations* do not suggest cubic content should be implemented for linear booths; however cubic content in a linear booth is acceptable when the organizer has advantageous reasons to allow it. Prior to putting cubic content into practice, exhibition organizers must be proactive in communications with exhibitors, and understand the effect it will have on the exhibition. This document contains feedback from show organizers who allow use of cubic content in linear booths and those who do not. The intent is to assist a show organizer in making the best decision for their show.

## WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

### International Exhibitions vs. US Exhibitions – Display Guidelines

Most European exhibitions and other countries allow the use of cubic content. Larry Kulchawik, senior vice president of 3D Exhibits, Inc., says, "Not all rules, styles, and customs are the same from country to country ... this is only one part of the country differences in trade show marketing, but a big one."

Cubic Content for linear booths in the U.S. is not as popular as it is in other countries, but more and more U.S. organizers are finding it necessary to allow cubic content in linear booths for the sake of attracting and accommodating international exhibitors. Many U.S. exhibitions have government-sponsored international pavilions that typically are island spaces, back-to-back booths or booths facing each other with an aisle between. Depending on the type of space, these pavilions often are allowed to utilize full cubic content in the U.S.

International exhibitors occupying linear space sometimes bring in their own display house to help them conform to the U.S. display guidelines. The difference between U.S. display regulations and their country's regulations, such as cubic content, square meters and square feet can be perplexing to a show's new international exhibitor.

"Some clients want to capture the clientele in an enclosed stand and generally these clients have invitations in advance of the show so they have an appointment. Others prefer to enclose their stand to immerse the potential viewers in an experience. What better way than to take away the distraction of the other stands. Those that choose the open feel are trying to educate potential customers or get their corporate identity out there for everyone to see," Mac Kielyka, project manager of Creative Solutions Group.

### Reasons to Consider

Aside from accommodating international exhibitors, or the belief that cubic content is more conducive to certain types of product displays or experiences, the fact is, today's exhibitors want more return on their investment. Many exhibitors feel they should be able to utilize all the space they have paid for without a five-foot setback rule. Exhibitors want to display their products in a structure or setting that is best suited toward maximizing their investment. Ultimately it is the show organizer who will decide whether cubic content is a practical display regulation.

### Key Responses from Exhibition Organizers Allowing Cubic Content (11 of 33 responses) – In Their Own Words

"With the exception of one or two shows, all are cubic content. We have utilized cubic content for years and feel it gives our customers more value for their money by allowing them to use more of their space. The one or two shows we do not use cubic content on, we rarely get any push back and those shows do have an international presence. What feedback we do get (which is minimal) is typically centered on obstructions from a neighboring booth. These objections often come from those who have not read our exhibitor manual where cubic content is prominently addressed."

"We have already implemented it for all nine shows we run in North America. Linear Booth Use of Space: Shows allow exhibitors full "Cubic Content" use of the exhibit space. Therefore, you are allowed to place displays or materials at the full eight foot (2.44m) height throughout the entire width and depth of your exhibit space. Perimeter Booth Dimensions and Use of Space: All guidelines for Linear Booths apply to Perimeter Booths except that the maximum back wall height is 12ft (3.66m). There were a few complaints initially, but they were a minority and have now stopped. We make sure to explain the rules clearly to new exhibitors and to remind everyone frequently. We implemented this because it made it more consistent for our international exhibitors from around the world, and eliminated the majority of our set-up issues onsite (which are mostly due to sightline issues)."

"Our exhibition allows for the use of the cubic content of exhibit spaces. The feedback has been overwhelmingly positive. Most companies exhibit in some international shows. They appreciate the consistency of having the same rules and also see the common sense approach to allow exhibitors to use all their space. And, since it is fully implemented, it is fair for all. We allow cubic content in all areas."

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"We do have an abbreviated cubic content rule for islands and split islands. The entire cubic content of the space may be used up to the maximum allowable height; however exhibitors must follow the line-of-sight guidelines (20 percent) listed above. The line-of-sight guideline referenced above states: All booths regardless of size or type should be designed in such a way so as to eliminate line-of-sight obstructions from one exhibit to the next. A solid wall or banner between an island or split-island booth and a row of linear booths (particularly along the perimeter) is inappropriate. This is particularly important along shared walls and borders between linear and split-island exhibits. If you are planning a hardwall installation that could obstruct the view to neighbors' booths, a booth variance form and schematic must be submitted for review. NEW – All island booths regardless of size should allow 20 percent of visibility on all sides excluding the shared back wall. Examples: 20' x 20' Island: each side of the booth must have visibility for a minimum of 4'; 30' x 40' Island: the 30' sides of the booth must allow visibility for a minimum of 6'; the 40' sides of booth must allow visibility of 8'. Exhibitors may use Plexiglas or similar material to create a wall that will allow for line-of-sight from one booth to the next."

The linear 10' x 10's have a harder time understanding that they must follow the standard IAEE rules allowing for no product or displays over 4' tall in the front half of the booth. We have had this guideline in place for about three years now, but have always allowed them to receive a variance if their theaters, meeting rooms, etc., did not allow for this amount of line-of-sight. However, at this time we are telling exhibitors that we will be enforcing the rule for the 2012 show. Our exhibitor advisory committee requested that we begin enforcing the rule for next year."

"Exhibitors are to show respect for fellow exhibitors and fire marshal rules must be met – island exhibits and linear."

"Yes, exhibits can be closed on three sides for linear booths, totally closed in for islands."

"We approve on a request-only basis. Show is less than 10 percent cubic content exhibits."

"We will allow cubic content for booths that are against an outside wall that do not have adjacent booths/neighbors."

**Exhibition Organizers Who Do Not Allow Cubic Content (22 of 33 responses) – In Their Own Words**

"We do not like the reduced sightlines that this would create."

"We feel it is important to protect sightlines. We spend time communicating with them (international exhibitors) to try to set expectations before they arrive for the show."

"Most overseas exhibitors want to comply with line-of-sight rules when they exhibit in the U.S; however, some request cubic content and those requests are granted. No complaints from neighbors."

"While the cubic approach to booth content may eliminate some issues and policing, we believe in the line-of-sight good neighbor policy. If exhibitors want to use cubic content for their booth, they can purchase an island."

"Unfair to our small exhibitors that depend on a fair sightline into their booth."

**Note:** All other exhibition organizers interviewed said they use the line-of-sight in the *IAEE Guidelines for Display Rules and Regulations*.

## WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

### Hardwall, Fabric, Portable, Modular, Table Top Displays, Pipe & Drape – Living Together

There are many different types of displays used in exhibitions. If the organizer chooses to allow cubic content in linear booths, the organizer needs to be aware of the responsibility to communicate the rules clearly to all exhibitors so there are no surprises on site. A portable exhibit may only extend five feet out from the backwall but its neighbor may have hardwall at eight-foot height out to the aisle line. The portable exhibit must be aware the sightline will be impacted and the hardwall exhibitor must be sure the backsides of the panels are finished. This is true with all exhibits in a linear space cubic content exhibition. If the rules allow for cubic content in linear spaces, then it is a fair environment for all to choose how they wish to use that space; but communication is key to a smooth operation.

It is rare to expect a U.S. exhibition or its general service contractor, to provide hardwall for all exhibitors; however, exhibitions using all hardwall do exist in the U.S.

### Floor Plan Layouts to Accommodate Linear Cubic Content Booths – Special Layouts

None of the show organizers interviewed indicated a need for a split floor plan, i.e., certain areas of the floor are designated for linear cubic content booths.

### Cubic Content for Products

Some exhibition organizers allow products to exceed the four-foot high rule five feet in from the aisle line. Others do not and strictly enforce the sightline setback. The types of products displayed may determine whether an organizer chooses to permit products only (not booth structure) to occupy the cubic content of a linear booth. However, for example, if the product is banner stands that are eight feet or 10 feet tall, a row of banner stands at the aisle line may be very intrusive to a neighbor. On the other hand, a piece of machinery that is six feet tall may not cause a major problem. Exceptions may also depend upon the size of a booth such as 10' by 20' versus 10' by 10'. Under certain circumstances, an organizer may prefer to make the exception a variance, subject to show management review and approval. This option provides the organizer more control if product is an exception to the set-back guidelines.

#### Equipment/Display Material: The following is an example of display rules for a specific type of item:

- **SPECIAL PROVISIONS:** Pedestals, tables, racks, shelves, risers and similar display equipment may not exceed 42" in height when positioned more than 5' from the back wall of a single-aisle exhibit booth space or the center line of a three-aisle exhibit booth space, unless the same company occupies 8' of exhibit booth space on both sides of the unit or units. The maximum height for such items under these circumstances, including the product being displayed, is 66". Free-standing units, including those intended to be the focal point in an exhibit, may not exceed 42" in height when placed more than 5' from the back wall of the exhibit booth space unless the same company occupies 8' of exhibit booth space on both sides of the unit or units. The maximum dimensions for such items under these conditions are 8' high x 32" wide x 32" deep.

### Perspective

It is inevitable that exhibition organizers will have varying thoughts and opinions about allowing exhibitors to have full use of the cubic content space within their linear booth. Just as there are many different opinions as to whether end cap booths are permissible in floor plan layouts due to the somewhat difficult situations they often times create, the exhibition organizer must make the determination as to what is best for their exhibition.

It is often wise to consult with an exhibition's Exhibits Advisory Board. Alternatively, an organizer may consider conducting a focus group of the exhibition's exhibitors to determine their interest and gain their feedback.

A linear space exhibitor utilizing cubic content for the first time may also experience some higher costs. If they bring a hardwall display that reaches 8' high for three sides of their exhibit, when in the past they utilized a fabric display, obviously their labor, shipping and drayage costs will be higher. However, that is the decision of the exhibitor if the exhibition organizer is allowing cubic content for linear displays and the exhibitor chooses to take advantage of the space in this fashion.

**WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE**

**Sample of Cubic Content Display Guidelines (Provided by Messe Frankfurt)**

### Linear Booth

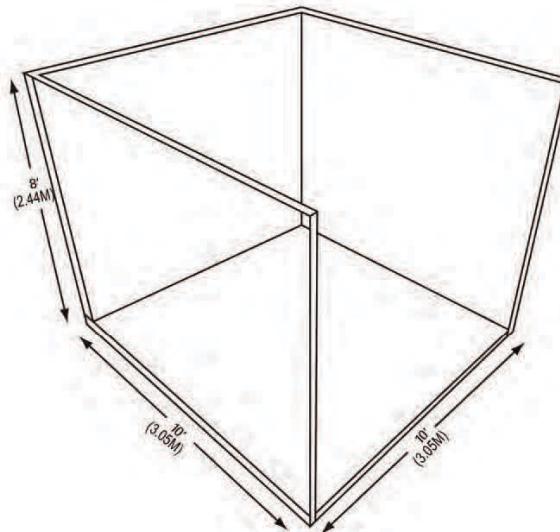
Linear Booths have only one side open to an aisle and are generally arranged in a series along a straight line. They are also called "in-line" booths. Floor covering is required in all rented space.

#### Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m), with a maximum back wall height limitation of 8ft (2.44m).

#### Use of Space

Messe Frankfurt Shows allow exhibitors full "Cubic Content" use of the exhibit space. Therefore, you are allowed to place displays or materials at the full 8 ft. (2.44m) height throughout the entire width and depth of your exhibit space.



**LINEAR BOOTH (10' X 10')** (3.05m x 3.05m)

### Corner Booth

A Corner Booth is a Linear Booth exposed to aisles on two sides. All other guidelines for Linear Booths apply.

**WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE**

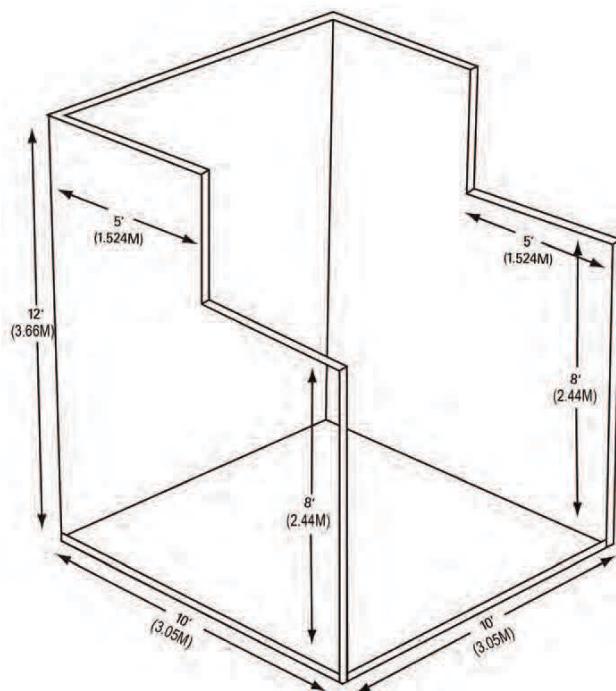
**Sample of Cubic Content Display Guidelines (Provided by Messe Frankfurt)**

**Perimeter Booth**

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit. Floor covering is required in all rented space.

**Dimensions and Use of Space**

All guidelines for Linear Booths apply to Perimeter Booths except that the maximum back wall height is 12ft (3.66m).



**PERIMETER BOOTH (10' X 10') (3.05m x 3.05m)**

**WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE**

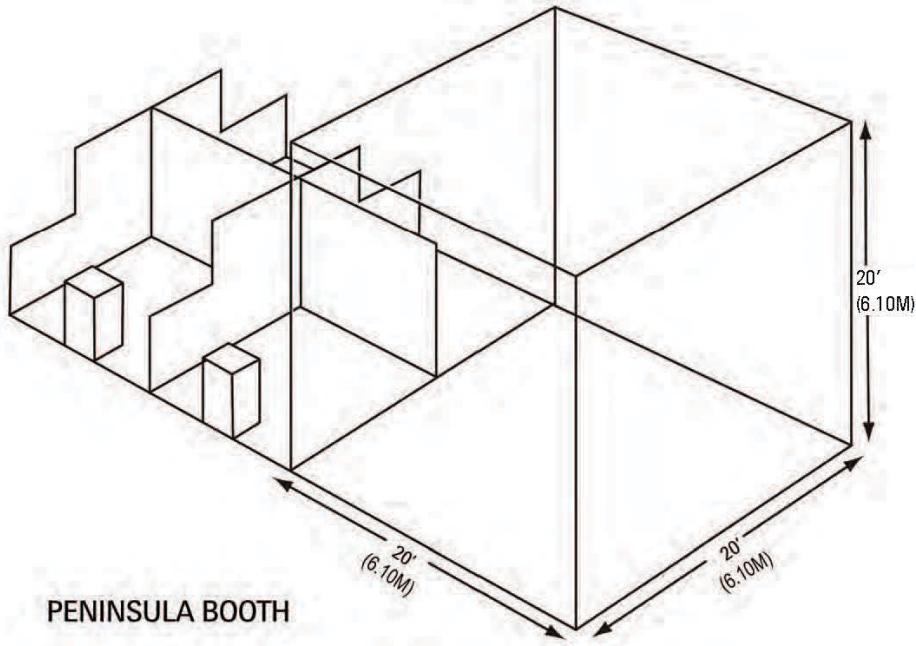
**Sample of Cubic Content Display Guidelines (Provided by Messe Frankfurt)**

### Peninsula Booth

A Peninsula Booth is exposed to aisles on three (3) sides and is a minimum of 20' x 20' (6.10m) in size. Floor covering is required in all rented space.

#### Dimensions

A Peninsula Booth is usually 20' x 20' (6.10m x 6.10m) or larger. Twenty feet (20') (6.10m), including hanging signage, is the maximum height allowed throughout the booth space. The connecting wall between the peninsula booth and any neighbors must be "finished off" (clean and presentable to visitors) on the side facing the connecting neighbors.



**WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE**

**Sample of Cubic Content Display Guidelines (Provided by Messe Frankfurt)**

**Island Booth**

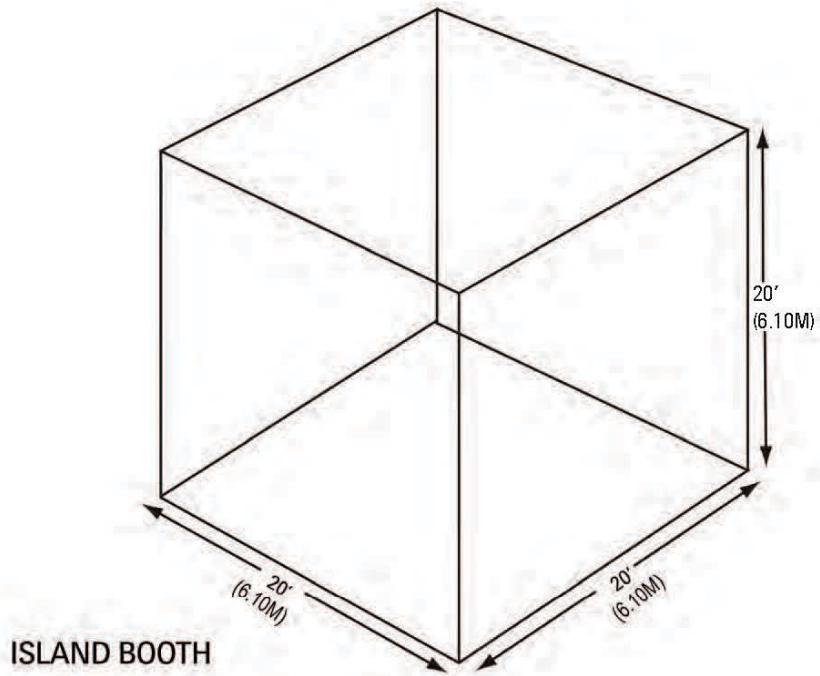
An Island Booth is any size booth exposed to aisles on all four sides. Floor covering is required in all rented space.

**Dimensions**

An Island Booth is typically 20' x 20' (6.10m x 6.10m) or larger.

**Use of Space**

The entire cubic content of the space may be used up to the maximum allowable height of twenty feet (20') (6.10m), including any hanging signage.



**WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE**

IAEE appreciates the efforts of the Cubic Content Task Force in developing this White Paper:

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