

Dear Exhibitor:

We are pleased to welcome you to the inaugural Automechanika Canada, September 26-28, 2007 at The International Centre in Mississauga (Toronto), Ontario, Canada. We look forward to making this trade show and conference a successful experience to you and your company.

This manual is designed for your convenience and contains the necessary information for your participation in the show. We strongly recommend that you read this manual carefully and familiarize yourself with all of its contents. This will help you in preparation of your booth. Enclosed is a list of the official show contractors and their order forms. Please place your orders early to ensure availability of desired items and to maximize cost savings.

***It is important that the Exhibitor Manual be given to the person directly responsible for participation in the show.*** Please make note of the **deadlines** on the forms and place your orders early to ensure delivery of desired services on time and to maximize your cost savings. Your assistance in meeting deadlines is greatly appreciated.

We would like to make your participation in Automechanika Canada both successful and enjoyable. If there is any information that you require, or questions we can answer, please do not hesitate to contact us!

Sincerely,

Automechanika Canada Team  
Messe Frankfurt, Inc.  
Business Information Group

**U.S. & International Exhibitors Please Note:**

**To ensure smooth entry into Canada, please photocopy the enclosed letter from Canada Customs and ensure your driver presents this letter at the border. The letter can be found with the CUSTOMS forms in this manual. It is called “Customs Compliance Verification Letter”.**



## **TIPS FOR A SUCCESSFUL SHOW**

### ***Before the Show...***

- *Read your Exhibitor Manual* – It contains all the details, regulations and forms you will need to be prepared on-site.
- *Show Checklist* – Use this form to keep yourself in check while planning the details of your participation. Don't miss a single deadline or forget to order a service! It will save you both time and money.
- *Freight* – Be aware of shipping deadlines to avoid late or unnecessary charges. Use pre-printed labels to ensure proper delivery of your items.
- *Registration* – Register your exhibit staff online @ [www.AutomechanikaCanada.ca](http://www.AutomechanikaCanada.ca). It's quick and easy and will save you time on-site.
- *Advertise and Promote* – Use online marketing, newsletters, direct mail, e-cards, press releases, telemarketing, industry publications and more to get the word out about your participation in the show.

### ***During the Show...***

- *Interact with Attendees* – Make an effort to greet all attendees with a polite and outgoing attitude. Be proactive! Don't sit, read, eat or talk on the telephone in your booth - you might miss out on potential prospects.
- *Lead Retrieval* – Keep track of the attendees who visit your booth so you can contact them later. Lead management will be one of the most important components of a successful show. There is a form in this manual that offers a lead retrieval system that can help you with collecting this information.

### ***During the Show...***

- *Provide Incentives* – Give attendees a reason to visit your booth! Promote a new product, hand out giveaways, host a special party, or offer drinks and snacks. Be creative in your promotions and draw quality visitors to your booth.

### ***After the Show...***

- *Follow Up with your Leads* – Contact the attendees who visited your booth. Send them more information about your products and maintain the relationship you developed at the show. Often times the key to your success at a trade show depends on how you follow up with your leads.

## **TIPS FOR A SUCCESSFUL SHOW**

### **After the Show...**

- *Evaluate your Participation* – Determine what types of promotion worked for increasing booth traffic, etc. Analyze the overall success of the show – learn from your mistakes as well as your success!
- *Post-Show Meeting* – Arrange a meeting after the show with your sales, marketing and operations team. Discuss your follow up plan, what worked, and what you can improve on to increase your recognition and sales.

### **Anytime...**

- Questions? – Contact us anytime! Look for the Show Management contact information in this manual or send an email to: [amcinfo@canada.messefrankfurt.com](mailto:amcinfo@canada.messefrankfurt.com).

## Important Dates and Schedule

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**Exhibitor Move-In:**

Monday, September 24	8:00 a.m. – 5:00 p.m.
Tuesday, September 25	8:00 a.m. – 5:00 p.m.

**Show Hours:**

Wednesday, September 26	10:00 a.m. – 5:00 p.m.
Thursday, September 27	12:00 p.m. – 8:00 p.m.
Friday, September 28	10:00 a.m. – 3:00 p.m.

**Exhibitor Move-Out:**

Friday, September 28	3:01 p.m. – 10:00 p.m.
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## Show Location

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**International Centre, Hall 5**

6900 Airport Road, STE. 120  
Mississauga, Ontario  
Canada L4V 1E8  
Tel: 416-674-8425  
Tel: 905-677-6131  
Fax: 905-677-3089  
[www.internationalcentre.com](http://www.internationalcentre.com)

## Show Colors

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**Show Colors**

Pipe & Drape: Red and White  
Aisle Carpet: Black

**SHOW MANAGEMENT INFORMATION**

**Messe Frankfurt, Inc.**

1600 Parkwood Circle  
Suite 515  
Atlanta, GA 30339  
Tel: 770-984-8016  
Fax: 770-984-8023  
Website: [www.AutomechanikaCanada.ca](http://www.AutomechanikaCanada.ca)

Kristen Woodburn  
Project Manager  
Tel: 770-984-8016, x421  
E-mail: [kristen.woodburn@usa.messefrankfurt.com](mailto:kristen.woodburn@usa.messefrankfurt.com)

Linda Rubin  
Vice President – Operations  
Tel: 770-984-8016 x434  
E-mail: [linda.rubin@usa.messefrankfurt.com](mailto:linda.rubin@usa.messefrankfurt.com)

Amanda Wellborn  
Operations Manager  
Tel: 770-984-8016 x417  
E-mail: [amanda.wellborn@usa.messefrankfurt.com](mailto:amanda.wellborn@usa.messefrankfurt.com)

**Business Information Group**

12 Concorde Place, Suite 800  
Toronto, ON M3C 4J2  
Tel: 416-442-5600  
Fax: 416-510-5133

Carol Bell-LeNoury  
General Manager  
Tel: 416-510-5197  
E-mail: [cbell-lenoury@bizinfogroup.ca](mailto:cbell-lenoury@bizinfogroup.ca)

Loba Fallah  
Account Manager  
Tel: 416-510-5205  
E-mail: [lfallah@bizinfogroup.ca](mailto:lfallah@bizinfogroup.ca)



## Official Service Contractors

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**Official Show Decorator –  
Furnishings, Signs, Labour**

GES CANADA  
5675 McLaughlin Road  
Mississauga, ON L5R 3K5  
Tel: 905-283-0500  
Fax: 905-283-0501  
[www.gesexpo.ca](http://www.gesexpo.ca)

**Audio Visual & Computer Rental**

CCR Solutions Inc.  
73 Galaxy Blvd., Unit #8  
Toronto, ON M9W 5T4  
Tel: 416-675-7502  
Fax: 416-675-6997  
[hanks@ccrsolutions.com](mailto:hanks@ccrsolutions.com)  
[www.ccrsolutions.com](http://www.ccrsolutions.com)

**Catering Service**

Sodexho  
6900 Airport Rd.  
Mississauga, ON L4V 1E8  
Tel: 905-676-1061  
Fax: 905-676-1069  
[rkeglevich@internationalcentre.com](mailto:rkeglevich@internationalcentre.com)  
[www.sodexhoca.com](http://www.sodexhoca.com)

**Customs Broker**

Commerce Customs Brokers &  
Freight Forwarders Ltd.  
2540 Matheson Blvd. East  
Mississauga, ON L4W 4Z2  
Tel: 905-206-0074  
Fax: 905-629-5660  
[andrewg@commerctradeshows.com](mailto:andrewg@commerctradeshows.com)  
[www.commerctradeshows.com](http://www.commerctradeshows.com)

**Electrical / Lighting**

SHOWTECH Power & Lighting  
3175 Airway Drive  
Mississauga, ON L4V 1C2  
Tel: 905-405-4380  
Fax: 905-405-4391  
[iteixeira@showtech.ca](mailto:iteixeira@showtech.ca)  
[www.showtech.ca](http://www.showtech.ca)

**Material Handling and  
Transportation**

Lange  
1730 Sismet Road  
Mississauga, ON L4W 1R4  
Tel: 905-629-4994  
Fax: 905-629-8018  
[www.langeshow.com](http://www.langeshow.com)

**Lead Retrieval / Registration**

Conexsys Event Registration  
34-705B Bramalea Road  
Mississauga, ON L5S 1S9  
Tel: 905-405-8415  
Toll Free: 800-661-5319  
Fax: 905-405-9870  
[www.conexsysleads.com](http://www.conexsysleads.com)

**Security**

Tone-Gar Security Services Inc.  
145 Otonabee Drive, Unit A  
Kitchener, ON N2C 1L7  
Tel: 519-746-1970  
Tel: 888-225-2278  
Fax: 519-746-9044  
[gary@tone-gar.on.ca](mailto:gary@tone-gar.on.ca)  
[www.tone-gar.on.ca](http://www.tone-gar.on.ca)

**Telecommunications**

International Centre  
6900 Airport Rd. P.O. Box 8  
Mississauga, ON L4V 1E8  
Tel: 905-678-5615  
Fax: 905-678-5614  
[akroft@internationalcentre.com](mailto:akroft@internationalcentre.com)  
[www.internationalcentre.com](http://www.internationalcentre.com)