

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 preprinted labels to ensure proper delivery of your items.
- Registration Register your exhibit staff online @ 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...

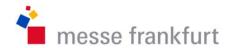
 Provide Incentives – Give attendees a reason to visit your booth! Promote a new product, hand out giveaways, host a special party, or offer drinks and snacks. Be creative in your promotions and draw quality visitors to your booth.

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.









Important Dates and Schedule

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.

Show Location

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

Show Colors

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

Kristen Woodburn **Project Manager**

Tel: 770-984-8016, x421

E-mail: kristen.woodburn@usa.messe.frankfurt.com

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Vice President – Operations Tel: 770-984-8016 x434

E-mail: linda.rubin@usa.messefrankfurt.com

Amanda Wellborn Operations Manager Tel: 770-984-8016 x417

E-mail: 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

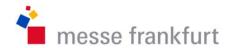
E-mail: cbell-lenoury@bizinfogroup.ca

Loba Fallah Account Manager Tel: 416-510-5205

E-mail: lfallah@bizinfogroup.ca









Official Service Contractors

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

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

www.ccrsolutions.com

Catering Service

Sodexho 6900 Airport Rd. Mississauga, ON L4V 1E8 Tel: 905-676-1061 Fax: 905-676-1069

rkeglevich@internationalcentre.com

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@commercetradeshows.com

www.commercetradeshows.com

Electrical / Lighting

SHOWTECH Power & Lighting 3175 Airway Drive Mississauga, ON L4V IC2 Tel: 905-405-4380

Fax: 905-405-4391 iteixeira@showtech.ca 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

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

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 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 www.internationalcentre.com





