



# Valued Exhibitor LAST MINUTE REMINDERS!

## SHOW DATES/ TIMES



Wednesday April 5th 2017 - 9am - 4pm, Thursday April 6th 2017 - 9am - 4pm

ChesseFEST Evening Networking Function: Wednesday April 5th, 4pm - 7pm Location: Cow Coliseum

### MOVE IN & MOVE OUT TIMES

Hall 1	Hall 2/ Hall 3/ Lower Lobby	TMR & Forage Superstore	Forage & Milking Mall	Cow Coliseum		Milking Robot Showcase	Outdoor Exhibit Area
EQUIPMENT MOVE IN <b>*Monday ONLY*</b>	MOVE IN <b>*Tues ONLY*</b>	EQUIPMENT MOVE IN <b>*Monday ONLY*</b>	EQUIPMENT MOVE IN <b>*Monday ONLY*</b>	MOVE IN (Mon or Tues)		MOVE IN (Fri or Sat)	MOVE IN (MONDAY ONLY)
EQUIPMENT: Mon April 3rd 8am - 8pm NON- EQUIPMENT: Tues April 4th 8am - 8pm	Tues April 4th 8am - 8pm	EQUIPMENT: Mon April 3rd 8am - 8pm SET UP/ CLEANING: Tues April 4th 8am - 8pm	EQUIPMENT: Mon April 3rd 8am - 8pm SET UP/ CLEANING: Tues April 4th 8am - 8pm	General Exhibitor Mon April 3rd 8am - 8pm Tues April 4th 8am - 8pm	Livestock Display Mon April 3rd 8am-8pm Tues April 4th 8am - 8pm	Fri March 31st 8am - 6pm Sat April 1st 8am - 6pm	Mon Apr 3rd 8am -8pm
**Detailed Equipment move in schedule for Hall 1, TMR & Forage Superstore and Forage & Milking Mall to be provided in January 2017**							
MOVE OUT	MOVE OUT	MOVE OUT	MOVE OUT	MOVE OUT	MOVE OUT	MOVE OUT	MOVE OUT
Thur April 6th 4pm - 9pm	Thur April 6th 4pm - 9pm	Thur April 6th 4pm - 9pm	Thur April 6th 4pm - 9pm	Thur April 6th 4pm - 9pm	Thur April 6th 4pm-9pm	Fri April 7th 8am - 5pm	Thur April 6th 4pm-9pm
DOOR DIMENSIONS	DOOR DIMENSIONS	DOOR DIMENSIONS	DOOR DIMENSIONS	DOOR DIMENSIONS			
11.8' W X 11.10' H	12' W X 10' H	11.6' W X 11.10' H	11.8' W X 11.10' H	14' W X 16' H			

**\*No exhibitor move in permitted on Wednesday April 5th\***

**No exhibitor move out permitted prior to 4pm on Thursday April 6th. This can result in termination of your exhibit space.**

### PRE PROMOTION OPPORTUNITIES

<b>*NEW -CUSTOM EXHIBITOR BULK ADMISSION TICKET PURCHASES</b>	CUSTOM VIP admit one admission tickets are available for purchase for your VIP customers. Included in this package is an order form. You must purchase a minimum of 10 tickets but ONLY pay for tickets redeemed. Set up and printing fee of \$50 is charged. Call Spencer for details 519-838-0117 Ext. 705 or email <a href="mailto:cdx@dairyxpo.ca">cdx@dairyxpo.ca</a> Special exhibitor pricing at \$15/ redeemed ticket (Reg. \$25/ticket).
<b>*NEW - EXHIBITOR CHALLENGE WIN \$250 DINNER ON US!!!</b>	<b>DETAILS:</b> 1. Add CDX logo to your pre-event print advertising in Dairy Publications 2. CDX will post your ad on our social media 3. CDX will post your ad in the Cow Coliseum on the Elanco Notice Board 4. CDX will enter your company into a draw for a \$250 certificate from Bentley's in Stratford, ON for your team to have dinner and drinks during CDX!
<b>PRE XPO ADVERTISING</b>	Don't forget to use the CDX logo file to pre-promote your presence via your website and print ads. Include your booth location, XPO specials, new products, feature demonstrations, etc. Please visit our website ( <a href="http://www.dairyxpo.ca">www.dairyxpo.ca</a> ) to access CDX Logos or email CDX Head Office for high res CDX logo file ( <a href="mailto:programming@dairyxpo.ca">programming@dairyxpo.ca</a> )
<b>MANDATORY \$5 OFF CUSTOM COUPON PROGRAM (Mandatory participation for ALL exhibitors)</b>	<b>DETAILS:</b> 1. Email high resolution logo to <a href="mailto:cdx@dairyxpo.ca">cdx@dairyxpo.ca</a> 2. We will email you the digital file with your logo. 3. Distribute the coupon to your customers via email, newsletters, mailing, invoices, existing print ad campaigns 4. All coupons redeemed at the gates are mailed back to you, with a rebate cheque for \$2 per coupon redemption
<b>FACEBOOK/ TWITTER/ LINKEDIN</b>	Like us on Facebook (Canadian Dairy XPO), follow us on Twitter (@CDX2017), Official hashtag #CDX2017 and LinkedIn (Jordon Underhill). Leading up to CDX be sure to post and tweet about your presence at the XPO and include booth location, show specials, etc.

**CONTACT US ANYTIME!**

CDX Head Office: 305-660 Speedvale Ave. W. Guelph, ON N1K 1E5 Ph: 519-838-0117 Fax: 519-821-4266 [info@dairyxpo.ca](mailto:info@dairyxpo.ca)  
XPO Site Address: Stratford Rotary Complex 353 McCarthy Rd. W, Stratford, ON Canada Ph: 519-838-0117



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## REMINDERS

<b>PRESSURE WASHING SERVICE</b>	Pressure Washing Service is available onsite, Monday April 3rd & Tues April 4th. Call Ropps Powerwash at 519-655-2683 or email: gnropp@gmail.com to book a time between 7am - 5pm.
<b>EXHIBITOR BADGES</b>	In this manual you will find 4 badges for you and your staff. These badges are valid for both days of the XPO. Lanyards are available at both Entrances for you to collect.
<b>CUSTOM EXHIBITOR BULK ADMISSION TICKET PURCHASES</b>	CUSTOM VIP admit one admission tickets are available for purchase for your VIP customers. Included in this package is an order form. You must purchase a minimum of 10 tickets but ONLY pay for tickets redeemed. Set up and printing fee of \$50 is charged. Call Spencer for details 519-838-0117 Ext. 705 or email cdx@dairyxpo.ca Special exhibitor pricing at \$15/ redeemed ticket (Reg. \$25/ticket).
<b>BAR / DRINK TICKETS</b>	Drink tickets are available to pre order. Pick up is at the site office. Minimum order is 40 tickets, we will design with your logo. All drink tickets are \$4 each. Local wine, beer & whisky available. Call Amanda at 519-838-0117 ext 703 to order now! Pre paid only.
<b>FREE BREAKFAST</b>	There will be a complimentary hot breakfast both mornings - April 5th & 6th from 8:00am - 9:30am for both exhibitors and attendees. Located in the Dairy Classroom, Hall 1.
<b>CheeseFEST (free to attend) Evening Networking Social</b>	An onsite evening networking function, Wednesday April 5th 4pm - 7pm. Free to Attend. Located in the Cow Coliseum. Bring your customers! Complimentary cheese sampling, cash bar & live entertainment.
<b>STRATFORD SAYS "CHESSE" WEEK</b>	Visit our website for participating restaurants and details (www.dairyxpo.ca).
<b>FOOD SAMPLING - MANDATORY REQUIREMENTS</b>	MANDATORY REQUIREMENTS: You are welcome to hand out food samples, but you must: 1. Complete the health form (online), under exhibitor section, and submit to admin@dairyxpo.ca 2 weeks PRIOR to XPO. 2. Receive written approval from CDX management. Failure to submit forms will be a health code violation and fines / charges will apply via Perth County Health Dept. Non-Canadian dairy products are not permitted. 3. MUST use toothpicks or tongs for all samples and provide hand sanitizer at your booth. Please call 519-838-0117 ext 703 should you have further questions.
<b>ON-SITE FOOD LOCATIONS/ CATERING</b>	Please contact the following caterers that will be onsite to pre order food! 1. GayLea Skyview Cafe - Grilled Cheese & Milkshakes - John Drummond 4H, 519-580-0620 LOCATION: Hall 2 2. NEW Junior Farmers Apple Fritters - Courtney Steven 519-703-9439 LOCATION: Forage & Milking Mall 3. BMO HomeGrown Kitchen - Brian Larson 519-655-2835 LOCATION: Hall 1 4. Boston Pizza -Kiera DiDiomete 519-301-2568 LOCATION: Hall 3 5. NEW Mueller Ice Cream Bar served by 4H - John Drummond 4H, 519-580-0620 LOCATION: Cow Coliseum 6. NEW To Bean or not to Bean Coffee Roasting Co-op - Blair Babcock 519-814-2326
<b>MANDATORY - GENERAL LIABILITY INSURANCE</b>	Please fax your proof of insurance coverage, stating a minimum of \$2 million general liability coverage to 519-821-4266 or email cdx@dairyxpo.ca. You must name CDX as additionally insured. If you need coverage for CDX please call Marshall Morden from Co-operators Stratford at 519-272-2667 or email marshall_morden@cooperators.ca or visit www.dairyxpo.ca, under Exhibitor Forms..
<b>SIGNAGE</b>	If you require signs, banners, decals etc. For your exhibit, contact our official signage supplier for exclusive rates for CDX Exhibitors. Mike Fox at JustSigns 226-780-0802
<b>PRINTING</b>	If you require printed materials, business cards, etc., please contact Ron Ingle (Barney Printing) at 519-575-2758 or ron@barneyprinting.com
<b>HYDRO (Little Electric Inc)</b>	POWER IS NOT INCLUDED with your exhibit space. If power is required, please fill out the electrical form which can be found on the CDX website. (www.dairyxpo.ca) Please contact Little Electric Inc. at 519-621-2500 if you have any questions. Please bring adequate extension cords (min 20ft). *early order discount prior to FRIDAY MARCH 10th 2017 5:00PM. <b>Participants of the Milking Robot Showcase must contact Little Electric for electrical arrangements and pricing Before March 17th 2017.</b>
<b>AV EQUIPMENT RENTAL</b>	If you require AV Equipment contact Brandon Bowen (Sound Events) at 519- 614-1189 or brandon@soundevent.ca. Forms are on the CDX website (www.dairyxpo.ca)
<b>FURNITURE/ CARPET RENTAL (Boneyard Event Services)</b>	Please fill out and submit BONEYARD EXHIBITOR SERVICES form (flooring, tables, chairs, drapery, carpet etc.) Form can be found online (www.dairyxpo.ca), or contact Kevin Legallais at 416-543-3161 *early order discounts available prior to
<b>LOGISTICS/ BORDER CROSSING SHIPPING MAILING SUPPLIES &amp; EQUIPMENT</b>	<b>LOGISTICS/ BORDER CROSSING:</b> Mendelssohn Event Logistics - contact Maria Bava 416.863.9339 ext. 234 <b>OR</b> mbava@mend.com <b>SHIPPING/MAILING:</b> NO SHIPMENTS will be received on-site prior to your Hall Move-In Time. Please check your move-in time, and ensure your deliveries arrive on the correct dates. Mailing address for all shipments: Stratford Rotary Complex C/O Canadian Dairy XPO 353 McCarthy Rd Stratford Ontario Canada N5A 6W1 <b><u>NO SHIPPING TO SITE PRIOR TO MONDAY, APRIL 3rd, 8:00am. Any shipment before this time will be returned with shipping company.</u></b>
<b>LEFT ITEMS</b>	Any items that need to be left at CDX after closing on Thursday, April 6th must be arranged at the SITE OFFICE prior to the end of the show. All items MUST be picked up from the Stratford Rotary Complex on/before Monday, April 10th 2017. Left items will be charged a holding fee of \$100/day. CDX holds no liability for damaged or stolen items.
<b>COW COLISEUM REQUIREMENTS</b>	Please contact Jordon at 519-760-0892 for all inquiries and requirements. Please see Move-In Schedule for live cattle details. All animals must be vet-checked healthy prior to arrival and have required government ID tags.
<b>ACCOMMODATIONS</b>	Visit CDX Website (www.dairyxpo.ca) for full accommodation listing for Stratford and surrounding areas.
<b>TRUCK/ TRAILER PARKING/ GENERAL PARKING</b>	Trucks and trailers left at the site must be parked in the designated area, or they will be towed immediately. Please have drivers check with CDX Management on-site for designated areas. General parking (exhibitor & attendees) is FREE. Wheelchair Parking available.
<b>EXHIBIT OVERHEAD RIGGING</b>	Available in the following three halls: Hall 1, Forage & Milking Mall and TMR Forage Superstore. Contact Joe from Littles at 519-621-2500 for all your overhead rigging needs!