



DRIVE

FESTIVAL

TORONTO

September 10-12, 2021

Canadian Tire Motorsport Park



EXHIBITOR MANUAL

WELCOME AND THANK YOU for choosing to be a participant in Drive Festival.

Please take a moment to read the exhibitor manual, which will provide you with all of the necessary information for the preparation and installation of your exhibit. Processing your orders at your earliest convenience will allow us and the service-contractors time to provide you with the best possible rates & service.

The Show Office will be set up at the **Canadian Tire Motorsport Park Event Center** on Tuesday September 7th at 6pm and management will be available to assist you for the duration of the Festival.

**For specific information and guidelines related to COVID19, please refer to the COVID19 section of the manual.*

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GENERAL INFORMATION

Show Location

Canadian Tire Motorsport Park
3233 Concession Rd 10
Clarington*, ON
L1C 3K6
Tel: 1-800-866-1072 (toll free in North America)
Email: info@ctmpark.com

****The mailing address for the park is Bowmanville, but when giving directions/imputing it in your GPS please use Clarington***

PARK GROUNDS MAP

MAP & DIRECTIONS

Show Dates & Times

Friday, September 10, 2021	12:00 pm – 7:00 pm
Saturday, September 11, 2021	10:00 am – 6:00 pm
Sunday, September 12, 2021	10:00 am – 6:00 pm

Exhibitor Move-in

Tues Sept 7, 2021	6:00 pm - 8:00 pm – Site Check, preliminary Set up
Wed Sept 8, 2021	9:00 am - 8:00 pm – Major Setups, contractor setup
Thurs Sept 9, 2021	9:00 am - 8:00 pm – Exhibitor setup – food vendors and merchants

A designated move-in time for your booth set up will be provided to you 4 weeks prior to the event.

Exhibitor Move-Out Dates & Times

Sunday, September 12, 2021	6:00 pm – 10:00 pm
Monday, September 13, 2021	8:00 am – 6:00 pm

Produced By

National Event Management
Suite #102
260 Town Centre Blvd.,
Markham, ON L3R 8H8
Tel: (905) 477-2677 or (800) 891-4859
Fax: (905) 477-7872

Exhibitor Coordinator

Joy Gallaiford
905 477-2677 or (800) 891-4859 Ext 284
Email: joy@nationalevent.com

Director of Operations

Dina Latina
905 477-2677 or (800) 891-4859 Ext 224
Email: dina@nationalevent.com

EXHIBITOR CHECK LIST

*Please print a copy of this checklist to assist you in planning for the Show.
To take advantage of “early booking discounts” please note booking deadlines.*

CHECK LIST

MOVE-IN INSTRUCTIONS

Move-in Dates and Times

Tues Sept 7, 2021	6:00pm - 8:00pm – Site Check, preliminary Set up
Wed Sept 8, 2021	9:00am - 8:00pm – Major Setups, contractor setup
Thurs Sept 9, 2021	9:00am - 8:00pm – Exhibitor setup – food vendors and merchants

A Drive Festival staff member will be in contact with you prior to the event to provide a designated move-in time and coordinate delivery of your material.

- All exhibitors must officially register before setting up. Please come to the show office and staff will direct you to your booth space.
- All exhibits must be set up by 8:00 pm Thursday. Exhibitors will not be permitted to set up during show hours.
- Children 15 years of age or younger will not be permitted in the exhibit area during move-in, set-up, or tear down.

Please Note: Depending on your exhibit requirements or location, you may be contacted by Show Management for a specific move-in time.

Directions to the Park

From Toronto (Eastbound) take the 401 to exit #431 (Durham # 57) Head North on Hwy 57 & follow the blue signs Approx. 20 km north to Regional Road 20 Right on # 20 and travel east 6km to Concession 10, Turn Right on Concession 10 and enter the circuit through the Main gate.

SHIPPING & DELIVERIES

Shipping Direct to Show: Thursday September 9, 2021

PLEASE NOTE: **The facility will NOT accept shipments or deliveries prior to the Show move-in date. Please ensure to have staff onsite to help coordinate deliveries.**

Please address deliveries to:

Company name Booth number
Drive Festival
Canadian Tire Motorsport Park
3233 Concession Rd 10
Bowmanville*, ON L1C 3K6

The mailing address for the park is Bowmanville, but when giving directions/imputing it in your GPS please use Clarington

LOGISTICS, CUSTOMS AND WAREHOUSING

ORDER DEADLINE: August 10, 2021

BES Inc. is our designated official logistics & customs broker. Should you require their services, please contact:

BES Inc

Kevin Legallais

P: 833-237-7469. Ext 700

Logistics@bes.show

www.bes.show

[TRANSPORTATION FORM](#)

[ADVANCED WAREHOUSING FORM](#)

MATERIALS HANDLING & IN-BOOTH FORKLIFT SERVICES

ORDER DEADLINE: August 20, 2021

Materials Handling and in-booth forklift services are available exclusively by order through Show Management. Services will be performed by Stronco Show Services. If you require these services, please fill in the form below and send it to Dina@nationalevent.com.

[MATERIALS HANDLING FORM](#)

Dollies and pump trucks will be available for your use free of charge during Move-in and Move-out. Please contact Dina Latina (dina@nationalevent.com) with any questions.

PARKING

Parking is free for both exhibitors and the public.

[PARK MAP](#)

[MAP & DIRECTIONS](#)

TEST TRACK VEHICLE INFORMATION

A Drive Festival representative will contact manufacturers directly to coordinate details for vehicles used on the test track. This includes insurance requirements, regulations and details on waivers required, as well as refueling and detailing.

MOVE-OUT INSTRUCTIONS

Move-out Dates & Times

Sunday, September 12, 2021

6:00 pm – 10:00 pm

Monday, September 13, 2021

8:00 am – 6:00 pm

A Drive Festival representative will be in contact to coordinate pickup and access to trucks and materials.

A designated move-out time for your booth will be provided to you at that time.

Move-out will begin once the show has closed and the park is cleared. Dismantling or removing your exhibit/exhibit materials before the end of the show is **strictly prohibited**.

Trucks picking up booth materials and vehicles will not have access to the grounds before 6:30pm on Sunday. All material must be removed by Monday by 6:00pm.

Exhibitors are encouraged to remove small items and open cases of products from their booth first. Show Management will take all reasonable security precautions, but immediate removal of these items is the best way to prevent pilferage.



OFFICIAL EXPERIENTIAL EVENT AGENCY

kubik is proud to partner with Drive Festival as their chosen Experiential Event Agency.

Services for exhibitors include:

- Creative vision and content development
- Fabrication
- Installation and dismantle
- Fleet Management
- Event Staffing
- Professional Driver Management

To see the full offering of services, please [click here](#)

Contact:

kubik Toronto

Leslie Goldberg

O: (905) 272-2818 ext. 351

M: (416) 522-8562

E: leslieg@thinkubik.com

[KUBIK EXHIBITOR SERVICES KIT](#)

BOOTH CLEANING

ORDER DEADLINE: August 18, 2021

Exhibitors are responsible for maintaining their own booth space and ordering garbage pick-up as necessary throughout the weekend. Should you require booth cleaning services, please contact:

Stronco Show Services

Exhibitor Services

Tel: (905) 270-6767; ext. 2258

Fax: (905) 270-6771

exhibitorservices@stronco.com

DECORATOR (FURNITURE & ACCESSORIES RENTAL)

ORDER DEADLINE: August 18, 2021

Stronco Show Services is our designated official Decorator and Furniture Rental company. Should you require furniture such as tables and chairs for your booth, these items and additional booth supplies can be rented from the Stronco Show Services, or you can bring your own.

To place an order with the Show Decorator, please click the link below.

[ONLINE ORDERING LINK](#)

If this is your first time ordering from Stronco, you must complete the registration process by clicking on “**New user? Register**” and inputting our unique Show Code and your Booth Number. **The Show Code is 509944537.**

If you need assistance with our online ordering system, please contact our Exhibitor Services Centre at 800-665-2621. For all other questions please contact:

Stronco Show Services
Exhibitor Services
Tel: (905) 270-6767 ext 2258
Fax: (905) 270-6771
exhibitorservices@stronco.com

Show Code: 509944537

[FURNITURE & ACCESSORIES ORDER FORM](#)

[LABOUR & INSTALLATION FORM](#)

[STRONCO PAYMENT INFORMATION](#)

ELECTRICAL

ORDER DEADLINE: August 20, 2021

Herc Rentals is our designated official Electrical Supplier. Electrical is not supplied to your booth and must be ordered in advance. If you require an electrical hookup, please submit the below order form to:

Herc Rentals
Tim Pratt
Tel: 416-989-8915
Email: tim.pratt@hercrentals.com

Orders received after the pre-show booking deadline may be subject to additional charges.

[ELECTRICAL ORDER FORM](#)

FOOD & BEVERAGE SAMPLING

SUBMISSION DEADLINE: August 16, 2021

If you are planning on sampling food or beverage product(s) in your booth, please note there are two necessary forms to complete. Please send a copy of each completed form to Joy@nationalevent.com. Food samples are limited to a 2 oz. portion and beverage samples to 4 oz.

- 1. Please follow this link [LINK](#) to complete the Food Sampling form. You will receive a confirmation email upon completion.**
- 2. Please complete the below “Temporary Food Establishment Application” and return to Durham health department at health@durham.ca at least 15 days prior to the show. There is no fee involved.**

- a. Please ensure you are complying with the Durham Region's Community Special Events Requirements below.
If you do not complete this form, and do not comply with the guidelines, you could be closed down if an inspector comes to the show.
- b. If you have any questions, please contact the Durham Region Health Department – Environmental Health at 1-888-777-9613.

TEMPORARY FOOD VENDOR PACKAGE

FOOD SAFETY GUIDELINES

Please note these additional Food Safety Rules and Regulations:

You must have a **temporary hand washing station set up** in your booth. This can be as simple as a container with a spigot that provides a continuous flow of warm water, liquid soap, paper towels, and a bucket to collect waste water.

FOOD VENDORS

No vendor may sell or dispense beverages at any time without the express written consent of National Event Management and the Canadian Tire Motorsport Park.

All vendors must abide by all health, safety, alcohol and fire laws and regulations at their cost. If serving food or beverages, vendors must ensure that the food and beverages are stored, prepared and served in accordance with all local, provincial, and/or federal laws and regulations for the storage, preparation and serving of food and beverages. The vendor agrees to provide proof of compliance.

If you are a food vendor, please contact Leslie Lawrence at leslie@drivefestival.com for details about registration and the approval process.

HOTEL

Rooms and discounted rates are available on a first-come-first-serve basis.

Please book early to avoid disappointment.

We have obtained the following group rates at the Holiday Inn Express Bowmanville.

\$129 / night for a single room Thursday September 10, 2021

\$179 / night for a single room Friday & Saturday September 11 & 12, 2021

The Holiday Inn Express is located at:

37 Spicer Square

Bowmanville, ON L1C 5M2

Reservations may only be made by calling the hotel directly at 1-877-697-8089.

To receive this rate, you must mention that you are with “**DRV**” when booking. Rates cannot be changed at check-in/check-out times if you fail to identify your affiliation at the time of booking.

SIGNAGE INSTALLATION / RIGGING

ORDER DEADLINE: August 20, 2021

Signage Installation and Rigging services will be provided by Herc Rentals. Exhibitors in need of a scissor lift or skyjack for hanging signs or reaching tall structures may request a quote from:

Herc Rentals

Tim Pratt

Tel: 416-989-8915

Email: tim.pratt@hercrentals.com

TENTS

SUBMISSION DEADLINE: August 10, 2021

If you would like to set up a tent in your booth space, you must:

1. Apply and pay for a Building Permit application to Clarington Building Services
2. Submit a booth plan to Show Management.

Step 1: Building Permit Application

You must apply for a building permit from Clarington Building Services. The cost of the permit for up to two temporary tents is \$134.70.

The following are the specific requirements to obtain a permit:

1. Site plan (three copies) showing location of tent and the distance to any nearby structure.
2. Drawings (two copies) from the tent manufacturer including dimensions and specifications of tent material and if the tent is occupying an area greater than 225 square metres, an engineer must stamp the drawing.
3. Interior floor plan, showing location of tables, chairs, and any fixtures as well as the location of any cooking facility.
4. Material certificate that material complies with CAN/ULC S-109-M or NFPA 701 Standard.
5. Clearance from flammable material - The ground enclosed by the tent and not less than 3 metres outside the tent structure must be cleared of all flammable or combustible material or vegetation that can carry fire.
6. The application must state that it is a temporary tent, including the date the tent will be erected, the date of removal, and described use.
7. The fee is \$134.70 per tent (up to two tents).
8. Subject to approval by the Fire Department

When you are ready to apply, permit applications and supporting documents can be submitted in any of the following ways:

- By email to BuildingPermits@clarington.net

- By mail or courier to 40 Temperance Street, Bowmanville ON L1C 3A6

- In-person, Monday to Friday, from 8:30 a.m. to 4:30 p.m. at the Municipal Administrative Centre located at 40 Temperance Street in Bowmanville

You can fill out your building permit application [online here](#).

Step 2: Show Management Approval

You must get approval from Show Management to install a tent in your booth space. Please submit copies of the above documents to Dina Latina (Dina@nationalevent.com) for approval at least 30 days prior to the show. Exhibitors must adhere to the Tent and Canopy guidelines listed below:

Tent & Canopy Guidelines:

- Tents & Canopies must be clean or new, and securely strapped down to meet fire and safety rules and regulations.
- Staking is not allowed on concrete surfaces for tents and structures. You must use weighted blocks on cement surfaces.

Tent & Canopy Supplier

Gervais Party Rentals is our official designated Tent and Canopy supplier. If you wish to rent a tent or canopy, please contact:

Gervais Party Rentals
John Waite
Tel: 416-288-1846 XT 227
Email: john@gervaisrentals.com

WIFI

ORDER DEADLINE: August 27, 2021

If you require access to WIFI in your booth; please submit the below form to:

Rural Wave
Christine Steward
Tel: 705-432-8468
Email: schristine@ruralwave.ca

It is recommended that exhibitors provide their own wireless router and Rural Wave will configure it on their behalf during the setup process. A limited supply of routers is available for rent, at a cost of \$50 for the duration of the festival.

[INTERNET ORDER FORM](#)

BADGES & PRE-REGISTRATION

SUBMISSION DEADLINE: August 27, 2021

Each exhibitor will be provided with a select number of personalized name badges. The quantity of badges assigned to you will be dependent on your booth size. Badges must be worn to gain admittance to the park grounds.

Please follow this [Link](#) to complete your badge request form. You will receive a confirmation email upon completion.

Badges will be available for pick up during move-in at the exhibitor registration area, or at the Show Office throughout the weekend. Exhibitor Badges must be worn at all times during the Festival.

[ONLINE BOOKING LINK](#)

CUSTOM DISCOUNT COUPONS

We will use your logo to create a customized coupon with a promo code for discounted admission, which will be emailed to you closer to the show. Raise awareness and increase traffic to your booth by distributing these customized coupons to the Festival. There is no limit to the number of times you may share it with your professional and personal databases.

Please email your high-resolution logo in .jpeg, .eps, or .pdf format, with fonts outlined, to [Joy Gallaiford](#).

FREE E-TICKETS

Free admission e-tickets will be sent to all exhibitors. These digital tickets should be used for pre-festival contesting and to encourage fans of your brand to come to the festival.

INSURANCE

Insurance for booth/festival

Exhibitors must have their own liability insurance covering a minimum of \$2 million in damages. Please list National Event Management and Motoring Experiences Inc. as “additional insured”.

Transportation Insurance

Show Management is NOT responsible for damages caused during the transportation of your products. We strongly recommend purchasing transportation insurance when booking your shipments.

Liability

Exhibitors will be liable for, will indemnify, and will hold harmless Show Management and Canadian Motorsport Ventures Ltd. from any loss or damage whatsoever occurring to, or suffered by, any person or company. This includes, without limiting the generality of the foregoing, exhibitor, other exhibitors, management, the owners of the building and their respective agents, servants and employees, and members of the public attending the festival, either (a) on the said space or (b) elsewhere. Neither the facility nor Show Management will be responsible for loss or damage to persons, exhibits, or decorations by fire, accident, theft, or any cause while in the exhibition grounds.

Permits/Licenses

Exhibiting companies are responsible for obtaining any permits or licenses required for the operation of their booth. Exhibitors are also responsible for the hiring, training and, where applicable, the licensing, of their booth personnel and shall comply with Ontario’s Employment Standards Act, 2000, and the Occupational Health and Safety Act. The vendor agrees to provide WSIB Clearance Certificate.

Test track Insurance

Please refer to Vehicles / Test Track section for insurance requirements.

RULES & REGULATIONS

****For specific information and guidelines related to COVID19,
please refer to the COVID19 section of the manual.***

Note: All booth space is raw space. Any structures, tents, or other display materials are the responsibility of the exhibitor. Most of the grounds area where booths will be setup is asphalt, or in some cases gravel. Any display must be weighted down, follow proper safety standards and is subject to approval by the Fire Department. If confirmation of ground type is required, please contact Dina@nationalevent.com.

Booth Display Guidelines & Restrictions

Booth displays exceeding 12ft in height must be pre-approved by Show Management. Please email a drawing of your booth display with measurements to Dina Latina (dina@nationalevent.com) for approval and to ensure safety and sight-line rules are followed.

Rules for 10'x10' and 10'x20' in-line Marketplace Booths (Monza Pavilion)

- No exhibit may exceed a maximum height of 12ft. without pre-approval from Show Management.
- Side panels 8 ft. high, must not exceed a depth of 4 ft. extending from the back of the display.
- The remainder of the 6 ft depth from the front of the booth must not exceed a 4 ft. height.
- Prefab booth partitions must be finished on both sides.
- No signage or material may be extended above the 8ft height at the back of your booth
- All signs must be printed on one side only.
- Your brand messaging can only face the inner walls of your exhibit space.
- Painting, nailing, drilling, or screwing to the ground, walls or any other part of the facilities is not permitted. Exhibitors are also responsible for any general damage to the area.
- Any exceptions to the rules above must have pre-approval from Dina Latina (dina@nationalevent.com).

Tents & Canopies Regulations

- Tents & Canopies must be clean or new, and securely strapped down to meet fire and safety rules and regulations.
- Staking is not allowed on concrete surfaces for tents and structures. You must use weighted blocks on cement surfaces.
- You must submit an application for a building permit and the pay the required fee to Clarington Building Services. The application can be found [here](#)
- For more information about the application process and requirements, [click here](#)

Demonstrations/Distributions

Displays, demonstrations or distribution of advertising materials, are not permitted outside the confines of your booth. If audio visual equipment is used, the sound must be subdued to such an extent as to ensure it's having no nuisance effect on neighbouring exhibitors. The use of microphones is not permitted without prior management approval.

Exhibiting policies

Exhibitors may not share booth space without the express written consent of National Event Management. Booths must be maintained in a clean and respectable order and all accumulated trash must be bagged for pick-up throughout the event. Booths must be fully operational throughout all posted hours of the event.

Fire Regulations

All exhibitors planning to use any type of fuel (such as gas, oil, helium gas, or propane) in their exhibits are requested to contact Show Management. All displays or exhibited materials must be fireproof to conform to Federal, Provincial/Sate, and City Fire Laws.

National Event Management is obligated to abide by the Fire Code regulations in Clarington/Bowmanville. We therefore retain the right to refuse any material or object that does not confirm to code. If you have a question or need information re the Fire Code please contact Dina Latina, dina@nationalevent.com, 905-477-2677 or 1-800-891-4859, ext. 224.

Non-Compliance

National Event Management reserves the right to make changes, amendments, and additions to the rules and regulations without notice, as considered necessary to the efficient and proper conduct of the festival. Interpretation of these rules and regulations shall rest with Show Management and non-compliance can result in ejection of the offending exhibitor or in the closing of his/her exhibit.

COVID-19 GUIDELINES

The following precautions and regulations have been put in place to ensure the health and safety of all Exhibitors, Staff and Visitors to the Festival. We will continue working with the Canadian Tire Motorsport Park team, all suppliers and Public Health Officials to ensure a safe and successful festival. Rules are subject to change and will be updated according to Public Health Guidelines.

- Drive Festival and Canadian Tire Motorsport Park will follow Public Health Regulations. No one with a fever or symptoms of COVID-19 or known exposure to Covid-19 case in the prior 14 days is permitted inside the grounds.
- Sanitizing stations will be added at every entrance and exit point, as well as scattered around the grounds, along with increased signage to promote safe hand hygiene at the festival.
- All attendees, exhibitors, and staff entering or re-entering the grounds will be required to disinfect their hands.
- There is a limit to the number of staff persons per booth, based on booth size.
- Posters and signage will be placed throughout the building and park grounds encouraging people to physically distance as well as a reminder of our no hand-shaking policy.
- Staff and security will be monitoring the entrance and the park grounds to ensure physical distance guidelines are adhered to.
- **If an exhibitor is experiencing any flu-like or cold symptoms, including fever, coughing, sneezing, sore throat or shortness of breath, they are required to stay home.**

For more details about Drive Festival's Health & Safety Practices, please contact your sales representative. Guidelines will be updated on an ongoing basis in accordance with the Provincial & Public Health Guidelines.