



2011 Bird Strike North America Conference



Bird Strike Committee USA

# 2011 BIRD STRIKE NORTH AMERICA CONFERENCE

## EXHIBITOR MANUAL



## 2011 Bird Strike North America Conference



Bird Strike Committee USA

### Exhibition Resume

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#### Overview

The 2011 Bird Strike North America Conference is committed to fostering the exchanging of ideas and providing networking opportunities for airline personnel, aircraft owners, aircraft and aircraft engine manufacturers, pilots, airport operations personnel, land-use planners, FAA and Transport Canada airport inspectors, military groups, university researchers, waste management operators, wildlife managers, and wildlife control specialists interested in furthering bird strike awareness and reducing bird strike risk.

Date: September 12-15, 2011  
Location: Niagara Falls, Ontario, Canada  
Venue: Marriott Niagara Falls – Gateway on the Falls Hotel  
6755 Fallsview Boulevard  
Niagara Falls, Ontario, Canada L2G 3W7  
Web Site: [www.birdstrikecanada.com/CanadaConference.html](http://www.birdstrikecanada.com/CanadaConference.html)

#### Hosts:

The Conference is the 13<sup>th</sup> joint meeting of Bird Strike Association of Canada and Bird Strike Committee USA. The 2011 Bird Strike North America Conference is proudly hosted by Accipiter Radar.



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## Important Deadline Checklist

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<u>Mandatory Forms</u>	<u>Return To</u>	<u>Due Date</u>
<input type="checkbox"/> Signed Contract & Full Payment	Email: <a href="mailto:birdstrike@icsevents.com">birdstrike@icsevents.com</a> Fax: +1-604-681-1049	With application
<input type="checkbox"/> Company Description – 50 words or less	Email: <a href="mailto:birdstrike@icsevents.com">birdstrike@icsevents.com</a>	August 10, 2011
<input type="checkbox"/> Certificate of Insurance	Email: <a href="mailto:birdstrike@icsevents.com">birdstrike@icsevents.com</a> Fax: +1-604-681-1049	August 22, 2011
<input type="checkbox"/> Booth Layout/Design Diagram	Email: <a href="mailto:birdstrike@icsevents.com">birdstrike@icsevents.com</a> Fax: +1-604-681-1049	August 22, 2011
<input type="checkbox"/> Exhibitor and Booth Staff Registration	Use online registration link provided	August 22, 2011
<u>Show Decorator Forms</u>		
<input type="checkbox"/> Booth Furnishings Order Form	Email: <a href="mailto:steve@thetradeshowscompany.ca">steve@thetradeshowscompany.ca</a> Fax: +1-905-681-6069	September 2, 2011
<input type="checkbox"/> Modular Display System Order Form	Email: <a href="mailto:steve@thetradeshowscompany.ca">steve@thetradeshowscompany.ca</a> Fax: +1-905-681-6069	September 2, 2011
<input type="checkbox"/> Signage & Graphics Order Form	Email: <a href="mailto:steve@thetradeshowscompany.ca">steve@thetradeshowscompany.ca</a> Fax: +1-905-681-6069	September 2, 2011
<input type="checkbox"/> Lighting & Extra Electrical Access Order Form	Email: <a href="mailto:steve@thetradeshowscompany.ca">steve@thetradeshowscompany.ca</a> Fax: +1-905-681-6069	September 2, 2011
<input type="checkbox"/> Labour Order Form	Email: <a href="mailto:steve@thetradeshowscompany.ca">steve@thetradeshowscompany.ca</a> Fax: +1-905-681-6069	September 2, 2011
<input type="checkbox"/> Material Handling Order Form	Email: <a href="mailto:steve@thetradeshowscompany.ca">steve@thetradeshowscompany.ca</a> Fax: +1-905-681-6069	September 2, 2011
<u>Audio Visual Forms</u>		
<input type="checkbox"/> Audio Visual Order Form	Email: <a href="mailto:simon.hollington-sawyer@avwtelav.com">simon.hollington-sawyer@avwtelav.com</a> Fax: +1-604-255-0225	September 2, 2011
<u>Shipping and Customs Forms</u>		
<input type="checkbox"/> Shipping and Customs Order Form and Invoice	Email: <a href="mailto:serviceorderform@eventsonthemove.com">serviceorderform@eventsonthemove.com</a> Fax: +1-604-647-0136	August 24, 2011



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### Exhibition Schedule

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#### **EXHIBITOR MOVE-IN:**

Sunday, September 11, 2011	15:00 – 18:00 <i>Loading dock access is by assigned times only See Section F of Important General Information</i>
Monday, September 12, 2011	09:00 – 12:00 <i>Loading dock access is by advance request only</i>  <i>The use of forklifts is not available for material handling. If you require assistance with moving your materials, you may be required to complete a labour order form.</i>

#### **EXHIBITION DATES:**

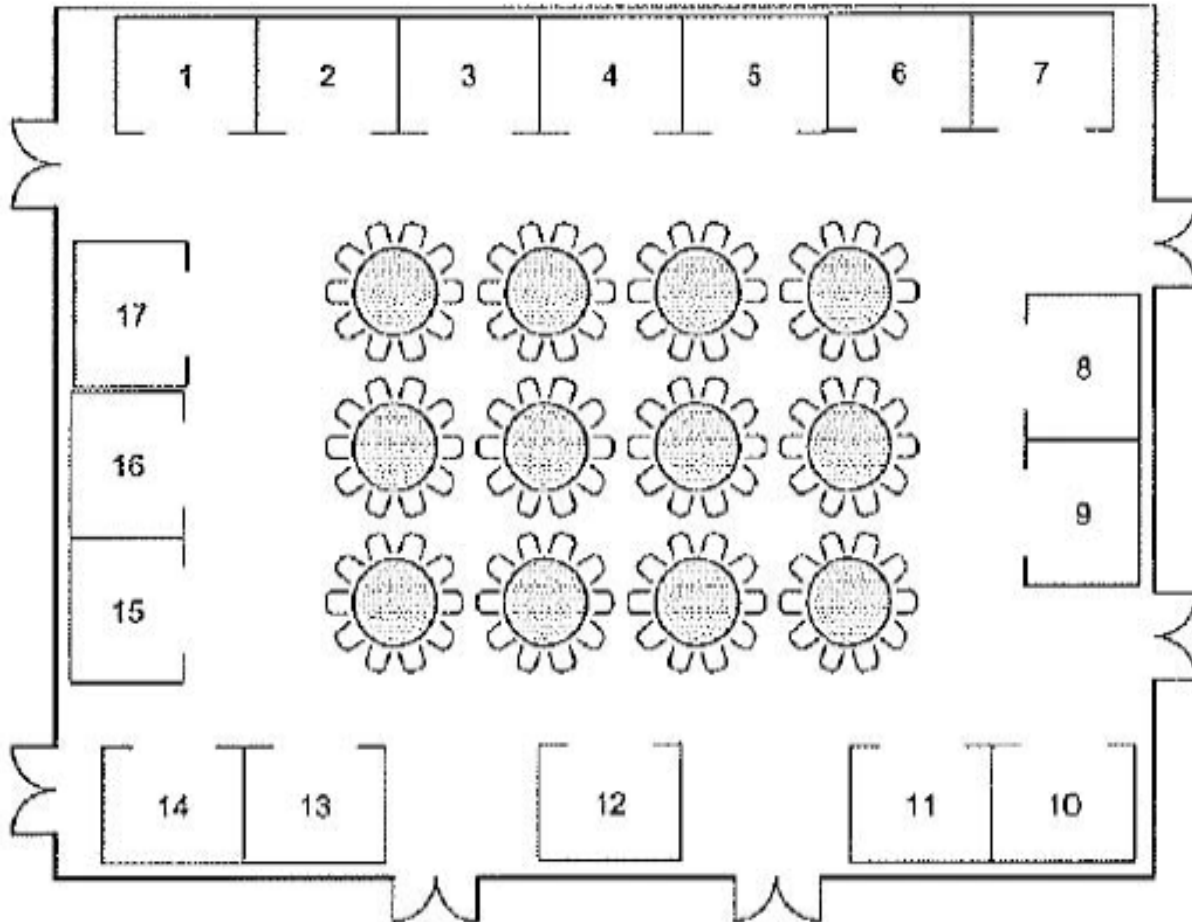
Monday, September 12, 2011	13:30 – 20:00 All exhibits are required to be staffed during the Welcome Reception (18:00 – 20:00) – no exceptions.
Tuesday, September 13, 2011	08:30 – 16:00
Wednesday, September 14, 2011	08:30 – 16:00
Thursday, September 15, 2011	08:00 – 13:30

#### **EXHIBITOR MOVE-OUT:**

Thursday, September 15, 2011	13:45 – 15:45
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## Exhibition Floor Plan

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The Exhibit floor plan can also be viewed and downloaded from the website,  
[http://www.birdstrikecanada.com/sponsors\\_exhibitors/exhibitor\\_opportunities.html](http://www.birdstrikecanada.com/sponsors_exhibitors/exhibitor_opportunities.html)

### **NOTE:**

The Floor Plan is a “working draft” and changes may be made up until one week prior to the conference. Exhibitors will be notified in writing of any changes that need to be made; otherwise, please plan on exhibiting in the booth assigned to you.



## Important General Information

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### A. General Show Information

The 2011 Bird Strike North America Conference exhibition will be held at the **Marriott Niagara Falls - Gateway on the Falls Hotel**. The Exhibit Hall will be located in the Oakes North Room on the Mezzanine Level of the Marriott Niagara Falls - Gateway on the Falls Hotel.

### B. Items Included with Exhibitor Registration

Each exhibiting organization receives 1 complimentary Full Conference Delegate Registration and 2 complimentary Exhibitor Staff Registrations for every 10'-0" x 8'-0" (3m x 2.4m) booth purchased. Additional **Exhibitor Staff Registrations** are available for **\$25.00** each, up to maximum of 4 staff members per booth.

Exhibit Staff Registrations grant exhibitor's access to the Exhibit Hall **only** and the following privileges:

- Welcome Reception
- Exhibit hall during hours of operation
- Coffee breaks and lunches
- Delegate bag (including all conference materials)

Should Exhibit Staff want to attend the sessions and listen to the presentations, Full Conference Delegate Registration is required.

### C. Exhibit Space

Booth cost includes

- Floor space as assigned
- Draping: 8'-0" (2.4m) high back wall and 3'-0" (0.9m) high side walls
- 1 – electrical outlet (110 volts) (extension cord not provided)
- 1 – 6'-0" (1.8m) skirted table
- 2 – chairs

### Note:

**Exhibit space rental does not include any of the following: additional furniture, Internet connection, labour, shipping or any other services. These items should be ordered through the forms provided in the Exhibitor Manual. The Exhibit Hall is carpeted. Further details on Internet Access can be found under the Miscellaneous section of this Exhibitor Manual.**

### D: CONSTRUCTION LIMITATIONS

The maximum booth height restriction is 8'-0" (2.4m)

Displays or exhibits of excessive weight must first receive prior approval by the hotel, and must be placed on wooden platforms to avoid damaging the floor and/or carpeting and to ensure an even distribution of weight.



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### **E. Shipping**

Events on the Move is the exclusive customs broker and transportation service provider for the 2011 Bird Strike North America Conference. To ensure all shipments arrive on time, the use of the exclusive customs brokers is required. The 2011 Bird Strike North America Conference **can not be responsible for any delayed or lost shipments that are not arranged through Events on the Move. Contact information can be found under the Key Contact information as well as the Shipping & Customs section of this manual.**

Any materials being shipped through courier or by mail to the Marriott Gateway on the Falls Hotel must be pre-paid. All material will be accepted only 24 hours prior to the start of the 2011 Bird Strike North America Conference. A minimum fee of \$500.00 per day for storage will be charged to the exhibitor for any materials shipped more than 24 hours prior to the event. All exhibit material left behind in the hotel after the conclusion of the 2011 Bird Strike North America Conference will be removed at the expense of the exhibitor.

In order to avoid confusion or misplaced materials, anything being sent by courier or mail to the Marriott Gateway on the Falls should be clearly labeled in the following manner:

2011 Bird Strike North America Conference  
Name of Exhibiting Company, Booth #  
September 12-15, 2011  
Marriott Gateway on the Falls  
6755 Fallsview Blvd.  
Niagara Falls, ON L2G 3W7 Canada  
Exhibit Hall – Oakes North Room, Mezzanine Level  
Conference Planner: International Conference Services

Please advise the Conference Secretariat, International Conference Services, of the existence of these shipments and their scheduled arrival time(s).

### **F. Set-up and Strike**

All goods particularly larger items being brought into or leaving the Marriott Gateway on the Falls are recommended to use the loading dock located on the South side of the hotel on Livingston Avenue. Coming along Fallsview Boulevard towards the hotel, turn right on Livingston Avenue (after the hotel) and the loading dock is located on the right. Delivery trucks cannot exceed 35 feet in length. Delivery vehicles must stop their motors upon arrival. As soon as vehicles are unloaded, they must leave the loading dock. Smaller hand-carry items can be brought through the main hotel entrance.

Any form of transportation of equipment for exhibits and/or displays (dollies or flat carts) must contain rubber wheels. This equipment is to be supplied by the exhibitor.



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Due to the loading dock capacities at the venue, all exhibitors will be given scheduled times to unload their shipments, **they will need to be unloaded via the dock** and transported to the show floor. It is of **extreme importance** for all to strictly adhere to their scheduled unloading times to ensure the smooth and timely setup of each and every booth.

Exhibit booths #	Loading dock access on Sunday, September 11, 2011
8, 9	15:00-15:15
2	15:15-15:30
3	15:30-15:45
5	15:45-16:00
6	16:00-16:15
7	16:15-16:30
10	16:30-16:45
12	16:45-17:00
15	17:00-17:15
16	17:15-17:30
17	17:30-17:45
1	17:45-18:00
11	18:00-18:15

If you do not require use of the loading dock, or if you are unable to make it to your assigned time as listed above, please contact Jessica Ng, Conference Coordinator, as soon as possible.

### **G. Security**

The Exhibition Hall will be locked during non-show hours. Exhibitors must secure, at their own expense, appropriate liability/loss insurance and provide reasonable security for equipment and displays at all times. Exhibitors will not be allowed to enter the Exhibit Hall during non-show hours without the consent of show management. The **2011 Bird Strike North America Conference** and its affiliates will not be held responsible for the loss, theft or damage to exhibitor supplies during any part of the show.

### **H. Insurance**

All exhibiting companies/organizations are required to submit a certificate of insurance, before setup begins. It is required that all exhibiting companies/organizations have a minimum of \$2,000,000 USD/CAD public liability insurance. Please complete and return the **"Certificate of Insurance"** form in the Exhibitor Manual.

### **I. Announcements**

Announcements will not be permitted during the show.

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**2011 Bird Strike North America Conference**

c/o International Conference Services Ltd.

Suite 2101 – 1177 West Hastings Street Vancouver, BC Canada V6E 2K3

Tel: +1 604 681 2153 | Fax: +1 604 681 1049 | Email: [birdstrike@icsevents.com](mailto:birdstrike@icsevents.com) | Web: [www.birdstrikecanada.com](http://www.birdstrikecanada.com)



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### Important Contact Numbers

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#### **Conference, Sponsorship & Exhibit Coordinator & On-site Contact**

Jessica Ng: 604-630-5963 office / 778-388-5377 mobile (on-site only)  
birdstrike@icsevents.com

#### **Conference Manager**

Richard Carlisle: 604-630-5964  
birdstrike@icsevents.com

#### **Registration & Housing Manager**

Vanessa Idler: 604-566-8312  
Birdstrike-registration@icsevents.com

#### **General Services Contractor**

The Trade Show Company  
Steve Chamberlain: 905-634-8770 office / 905-961-5603 mobile  
steve@thetradeshowcompany.ca

#### **Official Customs Broker & Transportation Service Supplier**

Events on the Move  
604-647-0130 or toll free at 1-877-355-1116  
serviceorderform@eventsonthemove.com

#### **Audio Visual Inquiries & Ordering**

AVW-Telav  
Simon Hollington-Sawyer: 604-255-1151  
simon.hollington-sawyer@avwtelav.com

#### **CONFERENCE WEBSITE**

For an up-to-date Exhibit Floor Plan, please visit the conference website at:  
[www.birdstrikecanada.com/CanadaConference.html](http://www.birdstrikecanada.com/CanadaConference.html)



## **Exhibition Hall Guidelines & Policy**

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### **A: Security of exhibition hall**

The Exhibition Hall at the 2011 Bird Strike North America Conference is located in the Oakes North Room which will be locked and inaccessible to public during the off hours of the Exhibit Hall. However, the ultimate responsibility for displayed exhibits and equipment lies with the individual exhibitor. Under no circumstances, will the 2011 Bird Strike North America Conference and its affiliates or the Marriott Gateway on the Falls be responsible for any damage caused by natural disaster, arson, theft or breakage to equipment, exhibits or other property brought to the Conference.

### **B: Cleaning**

The organizer is responsible only for emptying baskets along the pathways and keeping the shared space clean. Exhibitors will be responsible to keep their booths clean at all times.

### **C: Badges for exhibitors**

Exhibitors should apply for Badges for Exhibitors using the Exhibit Registration form, so that the badges for staff can be preprinted in advance. Exhibitors may collect them at the Registration desk after a brief identification check during the exhibition move in period. Each Booth is entitled to two (2) complimentary Exhibit Staff Registrations and are permitted to purchase up to two (2) additional Exhibit Staff Registrations at a cost of \$25 CAD, to a maximum of 4 badges in total. A booth purchase also includes one Full Conference Delegate Registration which has access to all of the sessions and presentations. Additional Full Conference Delegate Registration can be purchased as well.

### **D: Removal**

After the exhibition, when the subcontractors remove the furniture, exhibitors should pay attention not to leave behind any belongings. The organizer does not take the responsibility for any damages and losses as a consequence. All of the participants must return the equipment and tools that are leased from the 2011 Bird Strike North America Conference.



## Regulations for Booth Installation

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### **A: Construction of Booths**

Exhibition equipment is to be pre-manufactured outside the area beforehand. Only the assembled Equipment is allowed inside.

- The electrical tools such as compressor, welder, electrical saws, electrical grinders, and electrical planes are not allowed to be used inside the hall. Also, painting is not allowed inside the hall. (Fire prevention safety rule)
- The Marriott Gateway on the Falls does not permit any articles to be fastened anywhere in the hotel. The use of thumb tacks, scotch or masking tape, nails, screws, bolts, glue or any tools or materials which could mark the floor or the walls is prohibited. Any damages made will be the responsibility of the exhibitor for the cost of recovering any damages to the original state.
- Marriott Gateway on the Falls reserves the right to insist on dismantling of any object (booth, decorations, audio visual equipment, etc.) that it deems is fire or safety hazard.

### **B: Authorized Space**

Display items must be kept in the designated area, and must not hinder the sight or passage of visitors. Any structure that invades the hallway is banned. All items and equipment should be inflammable.

### **C: Appearance**

Any item, that is visible from the pathway or other exhibitors' booths, should be decorated at the exhibitors' expenses. Decoration, lighting and audio equipment should not disturb other exhibitors or their booths.

### **D: Layout – BOOTH DESIGN NEEDS PRIOR APPROVAL**

All exhibitors are required to get approval on their booth layouts/designs from the Bird Strike North America Conference Secretariat. The layout, with height and building material specifications, needs to be submitted in detailed drawings and/or photos to Jessica Ng, Conference Coordinator, at [birdstrike@icsevents.com](mailto:birdstrike@icsevents.com).

If booth plans are revised after approved has been received, the revised plans need to be re-submitted for approval.

### **E: Structure**

The height of booths is limited to 8'-0" (2.4m). The arrangement of displayed items or structures shall not disturb other booths or hinder passage of visitors.

### **F: Display of exhibits**

Displayed items should not create inconveniences to visitors and be kept at least 1'-0" (30cm) away from the booth line. If exhibitors fail to conform to this rule, the secretariat office may demand those items to be relocated. This rule is designed to give an equal opportunity to every exhibitor in terms of space and visibility.



### **G: Restrictions on sound volume and smell**

Exhibitors may use audio equipment for promotions provided that they keep the sound down to avoid disturbing other booths. The secretariat may intervene to restrict the use should there be any complaint made. Exhibitors are required to report any audio equipment, which they will use during the show. If there is any equipment that produces loud sound, show management may ask exhibitors to stop using that equipment during the exhibition and the exhibitor must comply with the requests or face disciplinary actions.

Exhibits and/or displays that produce a high noise level while being operated or give off an offensive odor will not be allowed within the hotel.

### **H: Safety**

Exhibitors should take necessary safety measures prior to using dangerous equipment or parts during the show, in order to prevent accidents. Each exhibitor is responsible for the maintenance and safety of his equipment.

All displays and/or exhibits must be maintained in a safe manner so as not to create any danger to any other exhibitor or participants at the display and/or exhibit, and must be in accordance with the Ontario Fire Code and Marriott Gateway on the Falls Fire Safety Standards.

No exhibit layout is to obstruct any fire exits or designated aisle space.

### **I: Lights**

Flashlights and revolving light equipment are prohibited. Lights from one booth should not disturb or damage other booths.

### **J: Packaging materials (leaflets and brochures)**

Every exhibitor should keep its pathway clean at all times. All materials and items should be placed in the designated area and exhibitors need to be careful not to pile goods up close or in the aisle.

### **K: Property damages**

All exhibitors are responsible for their own exhibits and are not allowed to drive nails and screws in the walls and floors. Furthermore, the exhibitors are not allowed to use painting materials that are indelible if spilt on the floors, roofs and raw materials of the booth. Anyone who violates the above rules must compensate for the damages.

### **L: Sub-leasing**

The exhibitors are not allowed to sell or sub-let the booth to anyone without approval from the organizer. Parent companies, affiliates, and subsidiaries are exceptions.

### **M: Fire Safety**

The Marriott Gateway on the Falls hotel has a sensitive fire alarm system. As such, the use of any type of fire works and smoke machines are prohibited. Candles not covered by glass are also not permitted.



## Miscellaneous

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### **A: Non-Smoking**

Smoking is prohibited inside the Marriott Gateway on the Falls Hotel.

### **B: Disturbances**

Exhibitors should not create trouble or disturbances to the show or nearby booths.

### **C: PR Activities**

All demonstrations and promotional activities are only permitted in the designated area to avoid any disorder. Exhibitors should hence keep the pathways clear around their booth.

### **D: Sales Promotion**

The exhibitors may hand out samples and gifts only in their authorized booths once approved by the Bird Strike North America Conference Secretariat. Those with exclusive rights given by the Bird Strike North America Conference Secretariat will be able to hand them out in the areas other than the designated booths.

### **E: Recruitment**

The exhibitors are not allowed to carry items, signboards and brochures for recruitment purposes.

### **F: Catering**

The exclusive caterer for the Bird Strike North America Conference is the Marriott Gateway on the Falls Hotel. For more information on the menus please contact the Bird Strike North America Conference Secretariat.

No food or beverage of any kind may be dispensed or sold by exhibitors without prior written permission from the hotel.

### **G: Show Hours**

The Bird Strike North America Conference Secretariat has the authority to set the opening hours and the days, for installation and dismantling of the booth. The exhibitors are not allowed to dismantle the booth before the show officially ends.

### **H: Occupant's Obligation**

Exhibitors should pay the full amount of the booth space that they signed for in the contract under any circumstances. Those exhibitors that fail to meet the deadlines for displaying items; Bird Strike North America Conference Secretariat obtains the rights to use those booths for other purposes. Furthermore, exhibitors who fail to inform booth cancellation to the Bird Strike North America Conference Secretariat will lose their preferential rights to the booths at future Bird Strike North America Conferences.



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### **I: Internet Access**

Internet Access can be purchased at the Front Desk of the Marriott Gateway on the Falls Hotel (located on the lobby level) for a flat rate of \$29.95 plus taxes per connection for the duration of your stay and can be used hotel-wide (in your guest room and in the meeting rooms). Please advise the Front Desk staff that you are with the Bird Strike North America Conference upon purchasing your Internet Access and a unique login code will be provided to you that is valid for one connection only. Should you fail to mention that you are with the Conference, the regular rate of \$12.95 plus taxes per day per connection will be charged.

Complimentary Internet Access is available in the lobby only.

### **J: Outdoor Displays**

For the 2011 Bird Strike North America Conference, outdoor displays are strictly prohibited unless approval by the venue and the Conference Secretariat is given in advance of the Conference. Please allow for 14 business days for an approval to be processed.

In order to be considered for an outdoor display, the exhibiting organization must provide full specifications of the display unit including dimensions. The exhibiting organization must also provide payment in full for the outdoor exhibit space(s) based on the size of the display unit. If approved, the venue and Conference Secretariat will assign the appropriate location for the display unit outside - at one of the outdoor parking lots of the Marriott Gateway on the Falls Hotel. Please keep in mind that the front entrance of the hotel is NOT available for any outdoor displays. Any additional parking fees and parking rules and regulations are the responsibility of the exhibiting organization. Should the display unit be towed due to parking violation, neither the venue nor the Conference Secretariat will be responsible.

Should an exhibiting organization bring a display unit without prior approval, they will be asked to remove it from the premises and hotel property.

### **Please Note:**

**The Bird Strike North America Conference Secretariat and/or the Marriott Gateway on the Falls Hotel can enforce an order of dismantling of booths and exhibits that have not been approved or do not follow the regulations. Frequent inspections will be held during the exhibition period. Please adhere to the regulations strictly, for the safety purposes. For any questions regarding set-up and displaying exhibits, please contact Jessica Ng, Conference Coordinator, at [birdstrike@icsevents.com](mailto:birdstrike@icsevents.com).**



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## Certificate of Insurance

The 2011 Bird Strike North America Conference requires all its Exhibitors to provide proof that liability insurance with a \$2,000,000 USD/CAD each accident or occurrence limit of liability is in place for the duration of this event. Please forward this form to your insurance broker and have them complete and return it prior to your event start date.

Complete and Return To: 2011 Bird Strike North America Conference Secretariat  
2101-1177 West Hasting Street  
Vancouver, BC, V6E 2K3 Canada  
Fax: +1 604 681 1049  
Email: birdstrike@icsevents.com

**This is to certify that Insurance as described below has been arranged  
on behalf of the Assured.  
This Insurance is in full force and effect as of the date of this certificate.**

Assured: \_\_\_\_\_

Event Name: \_\_\_\_\_ Event Dates: \_\_\_\_\_

Policy Number	Effective Date	Expiration Date	Insurance Company	Limit of Liability

Interest Insured: Commercial General Liability

- ◆ Inclusive Limit
- ◆ Covering Third Party Bodily Injury and Property Damage
- ◆ Including Non-Owned Automobile
- ◆ Including Host Liquor Liability, if planning on serving Liquor
- ◆ Including Cross Liability Clause

Additional Insured to be named: The 2011 Bird Strike North America Conference, Bird Strike Association of Canada and International Conference Services.

Coverage is in effect for the event for which a contract exists between the Insured and the 2011 Bird Strike North America Conference.

\_\_\_\_\_  
Signed by Authorized Representative of Insuring Company

\_\_\_\_\_  
Dated

\_\_\_\_\_  
Brokerage Name



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### Exhibitor Registration Forms

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An email including the customized registration link was sent to all exhibitors. Please see the email and the link to register. Please contact the Conference Secretariat in case you have any questions by phone at +1-604-681-2153 or by email at:

Jessica Ng, Conference Coordinator  
Vanessa Idler, Registration Manager

[birdstrike@icsevents.com](mailto:birdstrike@icsevents.com)  
[birdstrike-registration@icsevents.com](mailto:birdstrike-registration@icsevents.com)