



September 23, 2010
Loews Hotel Le Concorde
Quebec City, QC, Canada

Dear Exhibitor:

We are pleased to welcome you to the inaugural Plastics, Composites, Molds Exposition (PCME) September 23, 2010 at the Loews Hotel Le Concorde, Quebec City, PQ. We look forward to making this one day trade show 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 to familiarize yourself with all of its contents to help you in preparation of your booth. Enclosed is a list of the official show contractors and suppliers 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 PCME 2010 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,

Judith Nancekivell
Publisher
Canadian Plastics Magazine
Plastique et Moules Magazine
Business Information Group



www.composites.com
Canadian Plastics



**plastiques
et moules**
Association de la Haute Qualité Plastiques

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 easily using the attached forms. 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.



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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.
- *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? Feedback? – Contact us anytime! Look for the Show Management contact information in this manual or send an email to: jnancekivell@canplastics.com.



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SHOW MANAGEMENT INFORMATION

Business Information Group

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Toronto, ON M3C 4J2
Tel: 416-442-5600
Fax: 416-510-5133

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Exhibitor Billing/General Inquiries:

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Event Coordinator
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www.canplastics.com
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Official Service Contractors

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

GES CANADA
950, St-Jean-Baptiste Avenue
Suite 100
Québec (Québec), Canada, G2E 5E9
Tel: 418-877-2727
Fax: 418-877-2828
www.gesexpo.ca/qc

Audio Visual & Computer Rental

Loews Hôtel Le Concorde
1225 Cours de Generale de Montcalm
Quebec City, Quebec
G1R 4W6, Canada
Tel: 418-647-2222
Fax: 418-647-4710

Catering Service

Loews Hôtel Le Concorde
1225 Cours de Generale de Montcalm
Quebec City, Quebec
G1R 4W6, Canada
Tel: 418-647-2222
Fax: 418-647-4710

Customs Broker

Commerce Trade Show Logistics
Group Ltd.
3405 American Drive, Unit 7
Mississauga, Ontario, L4V 1T6
Tel: 905-673-5445
Fax: 905-673-2574

**Material Handling and
Transportation**

GES CANADA
950, St-Jean-Baptiste Avenue
Suite 100
Québec (Québec), Canada, G2E 5E9
Tel: 418-877-2727
Fax: 418-877-2828
www.gesexpo.ca/qc

Electrical / Lighting

Loews Hôtel Le Concorde
1225 Cours de Generale de Montcalm
Quebec City, Quebec
G1R 4W6, Canada
**PLACE ORDERS THROUGH SHOW
MANAGEMENT**
Phone: 1-888-702-1111 x 6867

Telecommunications/ Internet

Loews Hôtel Le Concorde
1225 Cours de Generale de Montcalm
Quebec City, Quebec
G1R 4W6, Canada
**PLACE ORDERS THROUGH SHOW
MANAGEMENT**
Phone: 1-888-702-1111 x 6867

Lead Retrieval / Registration

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75 boul Mortagne
Suite A-034
PO Box 147
Boucherville, Quebec J4B 6Y4