

Dear Exhibitor:

We are pleased to welcome you to the second Automechanika Canada, June 19-21, 2008 at The International Centre in Mississauga (Toronto), Ontario, Canada. We look forward to making this trade show and conference a successful experience for 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 pre-printed labels to ensure proper delivery of your items.
- *Registration* – Register your exhibit staff online @ www.AutomechanikaCanada.com. 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:

Tuesday, June 17	8:00 a.m. – 5:00 p.m.
Wednesday, June 18	8:00 a.m. – 5:00 p.m.

Show Hours:

Thursday, June 19	10:00 a.m. – 6:00 p.m.
Friday, June 20	10:00 a.m. – 6:00 p.m.
Saturday, June 21	10:00 a.m. – 4:00 p.m.

Exhibitor Move-Out:

Saturday, June 21	4:01 p.m. – 11:59 p.m.
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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: Blue and White

Aisle Carpet: Light grey

SHOW MANAGEMENT INFORMATION

Messe Frankfurt, Inc.

1600 Parkwood Circle

Suite 615

Atlanta, GA 30339

Tel: 770-984-8016

Fax: 770-984-8023

Website: www.AutomechanikaCanada.com

Kristen Woodburn

Group Show Manager

Tel: 770-984-8016 x421

E-mail: kristen.woodburn@usa.messefrankfurt.com

David Verderame

Sales Manager

Tel: 770-984-8016 x430

Email: david.verderame@usa.messefrankfurt.com

Julia Burdell

Marketing Coordinator

Tel: 770-984-8016 x419

Email: julia.burdell@usa.messefrankfurt.com

Sarah McPhee

Show Coordinator

Tel: 770-984-8016 x414

Email: sarah.mcphee@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
Website: www.gesexpo.ca

Audio Visual & Computer Rental

AV-Canada
1655 The Queensway East, Unit 2
Mississauga, ON L4X 2Z5
Tel: 905-566-5500
Fax: 905-566-5511
Website: www.av-canada.com

Catering Service

International Centre
6900 Airport Rd., Suite 120
Mississauga, ON L4V 1E8
Tel: 905-677-6131
Fax: 905-677-3089
Email: info@internationalcentre.com
Website: www.internationalcentre.com

Customs Broker

The Commerce Trade Show Logistics Group Ltd
3405 American Drive, Unit 7,
Mississauga, Ontario, L4V 1T6
Tel: 905-673-5445
Toll Free: 1-888-827-7469
Fax: 905-673-2574
Contact: Rob Parr
Email: info@commercetradeshows.com or
robp@commercetradeshows.com

Electrical / Lighting

SHOWTECH Power & Lighting
3175 Airway Drive
Mississauga, ON L4V 1C2
Tel: 905-405-4380
Fax: 905-405-4391
Email: iteixeira@showtech.ca
Website: www.showtech.ca

Material Handling and Transportation

Lange
3965 Nashua Drive
Mississauga, ON L4V 1P3
Tel: 905-362-1290
Toll Free: 1-800-668-5687
Fax: 905-362-1285
Email: info@langeshow.com
Website: www.langeshow.com

Lead Retrieval / Registration

Conexsys Event Registration
34-705B Bramalea Road
Mississauga, ON L5S 1S9
Tel: 905-405-8415
Toll Free: 1-800-661-5319
Fax: 905-405-9870
Website: www.conexsysleads.com

Security

Tone-Gar Security Services Inc.
145 Otonabee Drive, Unit A
Kitchener, ON N2C 1L7
Tel: 519-746-1970
Toll Free: 1-888-225-2278
Fax: 519-746-9044
Email: gary@tone-gar.on.ca
Website: 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
Email: akroft@internationalcentre.com
Website: www.internationalcentre.com