



EXHIBITOR MANUAL INSTRUCTIONS

SECTION 1 - TECHNICAL AND LOGISTICAL DETAILS

AUDIO-VISUAL & VIDEO SERVICES

The supplier for Audio-visual services including computers is AVW Telav (Freeman). Items must be ordered through the Audio-Visual Order Form.

Deadline: March 14, 2014

BOOTH FURNITURE

A modular display booth is included in the exhibition fee.

1. If you use the modular booth:

Each regular 10' X 10' (3m X 3m) booth package includes:

- 8' high background and 3' high side dividers in black drape
- One 7" x 44" identification sign (black block text on white background)
- The Exhibit Hall is carpeted.
- Overnight security and general aisle cleaning are provided by the organizers.

<u>Note:</u> Exhibitors are responsible for providing all furniture, equipment, power and lighting for their booths. Those must be ordered separately through <u>GES Canada / Clarkson-Conway</u>, who is the official decorator for BRAIN 2014. Electricity must be ordered through the <u>Palais des congrès</u> order forms.

The pipe & drape booth will be installed prior to your arrival on site.

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*** EARLY-BIRD PRICING ****
GES Canada / Clarkson-Conway March 28, 2014
Palais des congrès March 26, 2014
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You must download and complete the **Exhibitor Reply Form** by March 14, 2014, in order to indicate:

- a) your decision to use the pipe & drape booth provided or to bring your custom-built booth
- b) your exact text for the booth identification sign (if required). If you are having your own custom-built booth, you may not require a sign from Clarkson-Conway.

Last minute and on-site modifications or orders will be subject to additional fees.

2. If you bring your own booth:

The BRAIN 2014 Exhibit Office must approve any booth built by an exhibitor or rented from a firm other than the official decorator. Please refer to Booth Design / Construction regulations in the Rules & Regulations section. Please submit your sketches / plans by March 14, 2014.

Early-bird pricing: March 26, 2014

BOOTH CLEANING

The <u>Palais des congrès</u> supplies all cleaning services in the exhibit hall. The BRAIN 2014 Exhibit Office is responsible for maintaining clean aisles within the exhibit hall. For individual booth cleaning requirements, exhibitors must complete and return the <u>Order form for booth cleaning</u>.

CATERING

<u>Capital Traiteur</u> is the exclusive supplier for food and beverages consumed or distributed in the Palais des congrès. If you wish to serve food or beverages in your booth, you must contact Capital Traiteur. <u>Sample menus and order form for catering</u> are available in section 4 – Order Forms.

CUSTOMS BROKER & SHIPPING

Mendelssohn Event Logistics has been appointed official Customs Broker & Freight Forwarder for BRAIN 2014.

Exhibitors who follow the instructions of Mendelssohn will experience no difficulty exhibiting in Canada. Mendelssohn Event Logistics will have a representative on site throughout the event for your convenience. Shipping Instructions and Order Form for Customs and Transportation Services are available in section 4.

DECORATOR, FURNITURE & DRAYAGE

Early-bird pricing: March 28, 2014

<u>GES Canada / Clarkson-Conway</u>, is the official decorator for BRAIN 2014. Its services include the supplying of furniture, accessories, signs, labor, flowers & plants and drayage.

<u>Detailed brochure and order forms</u> for additional services, and <u>Order forms for drayage</u> are available in section 4.

ELECTRICAL SERVICES

Early-bird pricing: March 26, 2014

For any electrical requirements, exhibitors should complete the <u>Order form for Electrical Services</u> and return it to the <u>Palais des congrès</u>.

EXHIBITOR LISTING

Deadline: March 14, 2014

All BRAIN 2014 exhibiting organizations are entitled to a listing in the Exhibit Directory.

Submit your text **via e-mail** to the <u>BRAIN 2014 Exhibit Office</u> by use of the available Exhibitor Reply Form in Word format.

EXHIBITOR REGISTRATION

Deadline: March 13, 2014

BRAIN 2014 exhibiting companies are entitled to a certain number of complimentary registration passes and exhibitor staff passes as stipulated in their Agreement.

Additional exhibitor badges above the company's allowance will be subject to a \$150 CAN (plus applicable taxes) per badge service charge as coffee breaks are included for exhibitors. It is permitted to surrender an exhibitor badge for replacement due to a correction or a change in personnel. The exhibitor badge does not allow attendance to the scientific sessions.

Please register your personnel by completing the Exhibitor Registration Form. To purchase <u>additional</u> regular Congress passes, simply create a file and select a registration category at this link: http://www.brain2014.com/ingles/inscricoes/index.php#menuinscricoes

Exhibitor badges must be picked up at the BRAIN 2014 Exhibitor Registration Counter.

EXHIBIT TIMETABLE

Set-up: Sunday, April 6, 2014 08:00 - 20:00

All exhibits must be near completion by 20:00 on Sunday, April 6, 2014. Please have all crates and cartons unpacked rapidly so they may be removed to storage to keep the aisles clear.

All crates and boxes must be removed from the exhibit floor by 19:30 on Sunday, April 6, 2014, to allow for aisle carpet cleaning.

If the booth space is not occupied by 19:30 on Sunday, April 6, 2014, the BRAIN 2014 Exhibit Office reserves the right to use such space as it deems appropriate.

Official opening hours: Please note that all booths must be manned during these events.

Monday, April 7, 2014 09:30 – 16:30 and 18:15-19:30 Welcome Reception Tuesday, April 8, 2014 09:30 – 16:30 and 17:30-19:00 Poster Viewing

Wednesday, April 9, 2014 09:30 – 14:00

Exhibitors will be allowed in the exhibit hall 30 minutes before it opens, and may also leave 30 minutes after closing. Please check with the BRAIN 2014 Exhibit Office if additional time is required. All exhibits must be opened and staffed during official opening hours.

Move-out: Wednesday, April 9, 2014 14:00 – 17:00 Small items only; low noise level 17:00 – 23:59 Official move-out

Exhibitors may begin to pack materials, supplies, and literature when the exhibit closes on Wednesday, April 9, at 14:00. It is strictly forbidden to begin dismantling before this time. Only small items may be moved. The cartons, followed by the crates can be returned at the official move-out time starting at 17:00 until 23:59. All equipment must be ready and assembled at the loading dock before carriers are permitted access to the area.

All display material must be cleared from the exhibit hall by 23:59 on Wednesday, April 9, 2014. Should an exhibitor fail to remove his exhibit, the BRAIN 2014 Exhibit Office reserves the right to remove such exhibit at the exhibitor's expense.

EXIT VOUCHER FOR MATERIALS

No materials may be moved out while the exhibition is in progress, unless accompanied by an exit voucher duly approved by the <u>BRAIN 2014 Exhibit Office</u> or its designated representatives.

FLOOR PLAN

The floor plan is continuously being updated and is available on the website. The Office, for the overall benefit of the exhibition, may modify general layout and booth allocations.

HOTEL ACCOMMODATION

For the convenience of all BRAIN BEHAVIOR 2014 participants, we have reserved a hotel block at the InterContinental Montreal Hotel, which is the headquarter hotel. It is located across the street from the Palais des congrès. Rates range from \$185 to \$329 CAN per night, depending on the room type. Rates neither include meals nor taxes.

Details are available on the website at:

http://www.brain2014.com/ingles/hospedagem/index.php#menuhospedagem

LIABILITY

Neither BRAIN 2014, the Exhibit/Congress Office, the Palais des congrès, the Professional Congress Organizer, any suppliers, their employees or representatives, nor any member of the BRAIN 2014 Congress Organizing Committee is responsible for any injury that may occur to the Exhibitor or to the Exhibitor's employees or representatives, or for physical loss or damage of their property, including personal property, from any cause whatsoever.

The exhibitor expressly releases and holds harmless the above entities; associations, employees and members thereof from any and all claims arising from any cause whatsoever.

PLUMBING

Plumbing services are not available.

PUBLIC ACCESS

- The main entrance to the Palais des congrès is at 201 Viger St. West.
- Pedestrians may also use the Esplanade entrance on La Gauchetière Street.
- The Place-d'Armes metro station is connected to the Palais des congrès.

SECURITY

General security will be provided from beginning of move-in to the end of move-out. Although the <u>BRAIN 2014 Exhibit Office</u> provides general security, the Office and the Palais des congrès will not be responsible for loss or damage to merchandise or personal possessions before, during or after the exhibition, or for personal injury to the exhibitor, company employees or representatives.

Should you require additional security for your booth, products or equipment, exhibitors should contact the <u>Palais des congrès</u>. <u>Order form for Security Services</u> is available in section 4.

We ask your assistance and cooperation with our security efforts by being aware of the following rules and guidelines:

- Badges must be worn at all times to gain admittance to the exhibit hall, from move-in through
 move-out. During move-in, all Exhibitor Appointed Contractors will be given a badge that
 must be worn at all times. The doors to the exhibit hall will be monitored from the loading
 dock area and the regular entrance.
- If deliveries or pick-ups of any kind are to be made prior to, during or after the close of the
 exhibition, it is the exhibitor's responsibility to obtain the necessary paperwork/credentials at
 the BRAIN 2014 Exhibitor Registration Counter, for these people to gain admittance to the
 exhibit hall.
- Never leave your laptops, computers and small electronic advises unattended in your booth and not overnight.
- Please keep your giveaways and other promotional material out of sight after exhibit hours.
- Please do not schedule any meetings in your booth outside of exhibit hours.
- Safety and courtesy require that all aisles be free of obstacles such as protruding furniture, displays or display material.

SHIPPING OF MATERIAL AND ADVANCE WAREHOUSE STORAGE

BRAIN 2014 Exhibit Office strongly recommends the use of Mendelssohn, the official freight forwarder or GES, the material handling (drayage) contractor, to avoid long waits at the loading dock, due to their limited loading dock facilities.

ADDRESS OF GES FOR ADVANCE WAREHOUSING:

c/o Démark / BBE - Brain, Behavior & Emotion 9235, rue Boivin Lasalle, Quebec Canada, H8R 2E8

Exhibitors wishing to ship their freight for arrival between March 20 and April 6, 2014, must use the Advance Warehouse Storage option of GES. Please refer to the Order forms.

N.B. Please ensure you pre-arrange outbound shipping prior to the close of the exhibit.

SIGN INSTALLATION

The Palais des congrès supplies all sign installation services in the exhibit hall.

Order form for sign installation is available in section 4.

STORAGE

<u>GES Canada / Clarkson-Conway</u> will supply labels on site to identify your boxes. Please note that you will not have access to your boxes until the end of the exhibit. Therefore, no valuable items should be stored there.

TELEPHONE / INTERNET / COMMUNICATION SERVICES

The <u>Palais des congrès</u> supplies all communications services in the exhibit hall: installation of a telephone in your booth, Internet access, etc.

Detailed information for communication services is available in section 4.

TRANSPORTING YOUR OWN MATERIAL

The BRAIN 2014 Exhibit Office strongly recommends the use of <u>GES Canada / Clarkson-Conway</u>, the drayage contractor (p.3 Decorator & Drayage), to avoid long waits at the loading dock.

Access to loading dock

In order to prevent tie-ups on St-Antoine Street or on the access ramp to the receiving dock, the authorities of the Palais des congrès have established an entrance and exit procedure for trucks or other vehicles.

Your driver must arrive at the foot of the ramp on St-Antoine Street. If the access ramp is free at that time, he may go directly up to deliver his merchandise.

At no time is a motorized vehicle allowed to park at the loading dock except to unload materials. They must leave the area as soon as this operation is finished.

The Palais des congrès will not accept shipments either prior to or after the assigned set-up hours.

• Address for deliveries:

World Congress on Brain, Behavior and Emotions 2014

Exhibitor Name / Booth #
Palais des congrès de Montréal – Room 517c
Loading Dock
163 St-Antoine West
Montréal, Québec, Canada H2Z 1H2

NO DELIVERIES WILL BE ACCEPTED PRIOR TO SATURDAY, APRIL 5, 2014.

SECTION 2 - RULES AND REGULATIONS

ADMISSION TO THE BRAIN 2014 EXHIBIT

The <u>BRAIN 2014 Exhibit Office</u> reserves the right to refuse admission to the exhibit to any visitor, exhibitor or employee of an exhibitor who, in their opinion, is undesirable or likely to disrupt the smooth functioning of the event.

N.B. Children under 12 years of age are not admitted during move-in, exhibit hours and move-out.

ALLOCATION OF SPACE

The BRAIN 2014 Exhibit Office reserves the right to allocate space to the exhibitor according to the total exhibit design and overall space constraints.

BOOTH DESIGN / CONSTRUCTION

The regulations listed below are presented to create and maintain an open atmosphere on the exhibit floor. In this regard, 100 percent occupancy of allowed exhibit space is discouraged. In designing your exhibit, good judgment and consideration of neighboring exhibitors and attendees should be your primary objectives.

Exposed parts of any display must be finished so as to not be objectionable to other exhibitors or to BRAIN 2014. Exhibits must be equipped with appropriate display components, furniture & floor covering.

Any elevated floor structures within any exhibit, which are not ramped, must be marked or lighted appropriately around the perimeter.

The maximum building height of the exhibit hall is 22 ft.

The BRAIN 2014 Exhibit Office must see scale drawings of all booth designs by February 27, 2014.

CARE OF RENTED SPACE

Exhibitors must make sure that the space rented for their booth remains in good condition. They must not use, or allow the use of nails, screws, hooks or other similar fixtures for attaching any items. It is forbidden to paint the floor or to put anything on it without adequate protection that has been approved by the BRAIN 2014 Exhibit Office. Exhibitors may not put signs on the walls of the Palais des congrès without written permission from the Office.

CONDITIONS OF PARTICIPATION

The exhibitor agrees to comply with and accept terms and conditions on the contract for space location and the "Exhibitor Guide & Service Manual" issued by the BRAIN 2014 Exhibit Office and such other rules and regulations or operating procedures as the Office may reasonably require for orderly construction, conduct and dismantling of the exhibition from move-in through move-out.

ENTERTAINMENT OR SOCIAL FUNCTIONS

No entertainment or social functions may be scheduled to conflict with the official BRAIN 2014 program or exhibit hours.

FAILURE TO HOLD THE BRAIN BEHAVIOR 2014 EXHIBIT

Should any contingency prevent holding of BRAIN 2014, the BRAIN 2014 Exhibit Office may retain such part of exhibitor's rental as shall be required to compensate it for expenses incurred up to the time of such contingency, as stipulated in the contract.

FIREPROOFING

The Montréal Fire Department regulations require that all objects or materials used for decoration are non-flammable. Please refer to the fire safety regulations.

FLOORS - WEIGHT BEARING CAPACITY

Exhibitors may not place objects weighing more than 100 pounds per square foot on the floor of the exhibit hall. Any damage caused by excess weight or by the setting up, installation, use, exhibition or removal of any object exceeding these weights will be repaired at the exhibitor's expense.

INSPECTION OF LEASED PREMISES

The BRAIN 2014 Exhibit Office will inspect the leased areas with a representative of the Palais des congrès. Both parties will note existing damage to walls and floors, as any additional damage to the premises will be charged to the exhibitor for repairs.

INSURANCE

The exhibitor should get proper liability insurance, being solely responsible for any physical loss or damage to, or any personal injury or other liability arising from exhibit material. All exhibitor property is in the care, custody and control of the exhibitor at all times.

The BRAIN 2014 Organizing Committee, Congress Secretariats CCM Eventos and IS Event Solutions, the Société du Palais des congrès de Montréal or its agents assume no responsibility for bodily loss of, or damage to products, booths, equipment of decorations, due to fire, water accident, theft or any other cause while they are on the premises or in any of its outbuildings.

Therefore, the exhibitor will provide BRAIN 2014 by March 13, 2014, satisfactory proof of liability insurance in the limit of \$2,000,000 each and every occurrence with an insurance company acceptable to BRAIN 2014 and naming The 2nd World Congress of Brain, Behaviour and Emotion and the Palais des congrès as additional insured.

KEEPING EXITS CLEAR

Display material may not block:

- Emergency Exits
- Fire-hose Cabinets
- Fire Alarms

- Electrical Rooms
- Signs
- Cleaning Stations

PHOTOGRAPHY / VIDEOTAPING OF EXHIBIT

Photography of exhibits and displayed equipment (other than your own) is strictly prohibited. Please note that exhibitors have the right to request that photographs may not be taken without permission.

PRESENTATIONS / DEMONSTRATIONS

Exhibitors may conduct market research within their assigned exhibit space so long as it does not unduly impose on the time of an attendee.

Only ultrasound imaging on live models is allowed on the exhibit floor. Any other live imaging, diagnostic and therapeutic or health screening procedures on individuals or on phantoms is prohibited.

If video is used to demonstrate equipment by simultaneously using a live model and a video tape, a sign clearly indicating the simulation must be posted. Demonstrations, lectures or presentations by BRAIN 2014 members or by other physicians, physicists or other healthcare professionals, other than those who are full time employees of the exhibitor are prohibited.

The BRAIN 2014 exhibit office will not attempt to settle disputes between exhibitors over issues such as trademark violations, sign copy and copyright violation claims.

The BRAIN 2014 exhibit office reserves the right to order questionable presentations discontinued unless or until a mutually agreeable presentation may be developed. The exhibitor waives any rights or claims of damages arising out of enforcement of this rule.

PROHIBITION OF STICKERS

Stickers of any kind are prohibited at the Palais des congrès because of the removal and cleaning problems they create. Anyone who ignores this regulation will be billed for the cost of cleaning and repairs.

RESTRICTIONS

The following restrictions are applicable to exhibitors and helpers used during move-in and moveout of the exhibition.

Animals: with the exception of Seeing Eye dogs, no animals, birds or pets of any descrip-

tion are permitted without prior written approval of the BRAIN 2014

Exhibit Office.

Escalators: are not to be used for transporting freight or equipment from level to level.

Elevators: Passenger elevators are not to be used for transporting freight.

Service elevators are designed for this purpose.

Ask the personnel on site to be directed.

General: absolutely no drinking of alcoholic beverages, possession or usage of prohibited

substances, no horseplay or other activities that can create accidents.

SOLICITING AND PROMOTIONAL ACTIVITIES

Not only commercial soliciting, but also distribution of samples, souvenirs and promotional items are prohibited except inside an exhibitor's own booth. These activities are forbidden in the aisles, restaurants or entrance hall.

SOUND TRANSMISSION

The prescribed standard is as follows: level may not exceed 70 decibels, 4 feet (1.22 meters) away from the source. Any machine, musical group, information broadcaster or any other source may not exceed this limit. The BRAIN 2014 Exhibit Office will be the sole judge in this matter.

SUBLETTING

It is strictly forbidden to sublet a booth (space) without prior written permission of the BRAIN 2014 Exhibit Office.

SECTION 3 – BRAIN 2014 CONTACTS

IS EVENT SOLUTIONS - Conference Secretariat, Exhibit Office

 607 Notre-Dame
 Tel.: +1 (450) 550-3488 ext. 114

 2nd Floor
 Fax: +1 (514) 514-227-5083

 Saint-Lambert, QC
 E-mail: info@iseventsolutions.com

 Canada J4P 2K8
 web site: http://www.iseventsolutions.com

AVW Telav (Freeman) - Audio-visual Equipment

2056, 32E Avenue Tel.: +1 (514) 631-1821 ext. 318

Lachine, QC Fax: +1 (514) 631-6727 Canada H8T 3H7 E-mail: laberge@avwtelav.com

CAPITAL TRAITEUR - Catering

159 St-Antoine West, 4th Floor Tel.: +1 (514) 871-3111 Montréal, QC Fax: +1 (514) 875-1300

Canada H2Z 1H2 E-mail:

melanie.philion@congresmtl.com

GES CANADA / CLARKSON-CONWAY - Decorator: booth furniture, drayage,

plants, labor

 800 de la Gauchetière West, #1165
 Tel.: +1 (514) 861-9694

 Montréal, QC
 Fax: +1 (514) 392-1577

 Canada H5A 1K6
 E-mail: clarkson@ges.com

MENDELSSOHN EVENT LOGISTICS - Customs, Shipping

276 St. Jacques Street West, #818 Tel.: +1 (514) 987-2700, ext. 24
Montréal, QC Fax: +1 (514) 849-3446
Canada H2Y 2G4 E-mail: jsantini@mend.com

PALAIS DES CONGRÈS

Closest access to meeting space
1001, place Jean-Paul Riopelle
Montréal (QC)

Loading dock
163 St-Antoine West
Montréal (QC)

Canada H2Z 1H5 Canada H2Z 1X8

Exhibitor Services desk

booth cleaning, sign installation, security, electricity, plumbing, rigging, telecommunications

Tel: (514) 871-5871 Toll free: 1-888-871-5871 Fax: (514) 868-6622

Email: infotechno@congresmtl.com