

# 2021 International Cool Climate Wine Symposium Exhibitor Manual

The International Cool Climate Wine Symposium brings together a community of international scientists and industry professionals with a focus on issues surrounding the production of wine in cool climate regions. The 10th annual ICCWS is taking place at Brock University and will attract several hundred delegates from all over the world.

## CONTACTS

Tradeshow Coordinator: Steven Trussler [strussler@brocku.ca](mailto:strussler@brocku.ca)  
Brock University Conference Services: [confdesk@brocku.ca](mailto:confdesk@brocku.ca)

## TRADE SHOW DATES AND SCHEDULE

Sunday July 25 <sup>th</sup> 2021		Monday July 26 <sup>th</sup> 2021		Tuesday July 27 <sup>th</sup> 2021		Wed. July 28 <sup>th</sup> 2021		Thursday July 29 <sup>th</sup> 2021			
		08:00	Opening Ceremony					No Tradeshow			
		08:30	Conference Keynote								
		09:00	Tradeshow Opens	09:00	Oenology Keynote	09:00	Business Keynote	09:00	Science Communication Keynote		
		09:30	Break in Program					No Tradeshow			
		09:45	Viticulture Keynote	10:00	Tradeshow Opens	10:00	Tradeshow Opens				
		10:45	Break in Program	10:15	Break in Program	10:15	Break in Program				
		11:30	Tradeshow Lunch	11:30	Tradeshow Lunch	11:30	Tradeshow Lunch				
14:00	Exhibitor Registration and Move in Begins	12:30	Delegate Lunch	12:30	Delegate Lunch	12:30	Delegate Lunch				
		13:00	Wine Tastings Begin	13:00	Wine Tastings Begin	13:00	Wine Tastings Begin				
16:00	Welcome Reception Begins	15:00	Break in Programing	15:00	Break in Programing	15:00	Break in Programing	16:00	Closing Ceremony		
18:00	Welcome Reception Ends	17:00	Tradeshow closes	17:00	Wine and Cheese	17:00	Wine and Cheese				
19:00	Exhibitor Registration and Move in Ends	17:30	Wines of Canada Tasting	18:00	Tradeshow Closes	18:00	Tradeshow Move out				

## PRICING

\$1200 + HST for an 8-foot by 8-foot booth, which includes:

- 6 foot table with tablecloth and 2 chairs
- Pipe and draping on 3 sides
- Standard electrical outlet
- 2 exhibitor badges which include:
  - Coffee/tea for all exhibition days
  - Lunches for all exhibition days
  - Admission to the Welcome Reception on Sunday July 25<sup>th</sup> from 4:00 pm to 6:00 pm
  - Admission to the Wine and Cheese Receptions on Tuesday July 27<sup>th</sup> and Wednesday July 28<sup>th</sup> from 5:00 pm to 6:00 pm
  - Admission to all non-ticketed, non-restricted sessions of the ICCWS for all exhibition days

Carpet for booths, extra power outlets, audio-visual rental, and other custom amenities are available on an individual basis. Contact the tradeshow coordinator for more information and pricing.

## MATERIAL HANDLING

There is no loading dock access near to the trade show location. If you have material that needs to be loaded/unloaded, this must be arranged in advanced with Brock University Conference Services.

Brock University will receive and store shipped materials from registered exhibitors. The received materials will be brought to the exhibition space for move-in. More information will be provided to exhibitors once they have registered. Brock University Conference Services does not provide customs support.

If you need customs service or would prefer to use a third party for your materials handling, please contact the tradeshow coordinator about approved suppliers.

## BOOTH ASSIGNMENTS

Exhibitors will be asked to select their preferred booth number. Every effort will be made to ensure exhibitors are placed in their preferred booth, however the ICCWS cannot guarantee booth assignments. Booth placements are assigned on a first come, first served basis. Registration must be paid in full and proof of insurance received for a booth number to be assigned.

## FOOD/BEVERAGE SAMPLES

Sample food/or beverage products may not be distributed or sold by sponsoring organizations except upon written authorization by Brock University. Please contact the Tradeshow Coordinator for more information.

## SECURITY

Access is restricted to the trade show area after hours and is patrolled by Campus Security Services. Brock University and ICCWS, however, cannot guarantee the security of booths. If you have materials that need to be secured overnight, contact the Tradeshow Coordinator.

## ELECTRICAL

Booths registration fees include standard electric outlets; however they are not provided by default. Please contact the tradeshow coordinator prior to the show if you require electricity for your booth.

## CLOSE OF SHOW/MOVE OUT

Move out begins after the show closes on Wednesday July 28<sup>th</sup> at 6:00 pm.

No part of the booth may be removed, packaged, or prepared, nor any other form of booth dismantling during the Wine and Cheese Reception from 5:00 pm to 6:00 pm.

In extenuating circumstances, exhibitors may ask for an early move out between 4:00 pm and 5:00 pm. THIS MAY ONLY BE DONE WITH THE PRIOR CONSENT OF THE TRADESHOW COORDINATOR.

All exhibits must be removed in their entirety by Wednesday, at 8 pm.

Volunteer staff and equipment will be available to assist exhibitors if needed.

Exhibitors are responsible to ensure arrangements have been made for their outbound shipments. Should you require assistance with outbound shipping requirements, please contact Brock University Conference Services.

## REFUNDS

Exhibitors must notify the tradeshow coordinator before April 30<sup>th</sup> 2021 in order to receive a refund for registration costs (minus a \$200 administration fee).

## LIABILITY & INSURANCE

Exhibitors must carry appropriate liability insurance. Proof of insurance is required prior to booth space assignment. Neither Brock University or the ICCWS shall be responsible for any loss, damage or injury that may occur to the exhibitor or exhibitor's employees or property, from any cause whatsoever, prior to, during, or subsequent to, the period covered by the exhibit contract.

The exhibitor, on payment of registration fees, expressly releases the ICCWS from liability & agrees to indemnify same, against any and all claims due to carelessness of other exhibitors. Any such claims must be paid for by the exhibitor causing same.

The ICCWS shall not be responsible for any damage to the exhibitor, for failure to provide space for the exhibit, for the removal of the same or for failure to hold the conference as scheduled.

Client shall maintain throughout the term of this agreement general liability insurance naming the University as an additional insured in an amount not less than \$5 million per occurrence. Such cover shall include all activities and operations of the Client, including Liquor Liability (if applicable) including, but not limited to, claims for bodily injury and property damage arising from any accident or occurrence related in any way to the Client's use of Brock University accommodation or facilities. Such policy must be primary and not call into contribution any other insurance available to Brock University.

## SUITCASING

The ICCWS intends to protect all tradeshow participants and delegates from solicitation from companies who have not paid for the privilege to do so, commonly referred to in the exhibition industry as "suitcasing". Non-exhibitors observed to be soliciting business during the ICCWS, in the aisles, other company's booth, or public areas will be asked to leave immediately. This policy will be enforced to the best of our ability.