

EV • 2010 • VÉ
**Conference and
Trade Show**
September 13 to 16, 2010
Vancouver, BC Canada



EV • 2010 • VÉ
**Conférence et
salon commercial**
13 au 16 septembre 2010
Vancouver, CB, Canada

EXHIBITOR GUIDELINES MANUAL

September 14 & 15, 2010

Sheraton Wall Centre Hotel

Vancouver, British Columbia

www.emc-mec.ca

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Welcome!

August 6, 2010

Dear Exhibitor:

Al Cormier, Co-chair of the Organizing Committee, and Steve Dallas, Chair of the Trade Show Committee, are pleased to welcome you to the 2010 Electric Vehicles Conference and Trade Show – September 14 & 15, Vancouver, BC.

Parallel to the Conference, this exciting Trade Show will exhibit various types of electric drive vehicles, the components used therein as well as systems and software programs that support these vehicles. Conference delegates and the general public will gain a unique opportunity to see products first hand and to talk to suppliers at the show.

Following is your Exhibitor Guidelines Manual. It is essential that you read and refer to this document. It gives you all the information required for successful trade show participation.

Please take a moment to confirm receipt of this manual by completing and returning the "Acknowledgement Form" found at the back of this manual to mobright@telus.net or Fax 604-738-3985.

If you have any questions after reading this document, please do not hesitate to contact us at any time. We are looking forward to welcoming you to Vancouver!

Cheers!

Michele O'Bright, C.A.E.
Show Management
EV2010VÉ Conference and Trade Show
Email: mobright@telus.net
Cell 416-432-2975

GENERAL INFORMATION

Attendees Profile

The 2010 Electric Vehicles Conference will welcome between 350 to 400 delegates. Given the particular program focus on vehicle technologies (Track 1), infrastructure and other readiness measures (Track 2), public policies and institutional changes (Track 3), commercialization and environmental impacts (Track 4), participants are expected from Canada, northern United States, and other countries with cold weather conditions.

This annual conference will gather participants such as governments, vehicle manufacturers, suppliers of components, parts and professional services to the electric vehicle industry, provincial and local utilities, fleet managers and other end users as well as research organizations and academic institutions.

Show History

The Electric Vehicles Conference was first held in Winnipeg in 2007. Starting with the 2009 edition, it will be held each year, in conjunction with the Electric Mobility Conference (EMC) annual meeting. The next Electric Vehicles Conference will be held in Toronto 2011.

Trade Show Venue

The EV2010VÉ trade show will be located in the "Grand Ballroom" North Tower of the Sheraton Vancouver Wall Centre Hotel, Vancouver, BC. The outdoor vehicle display will take place immediately adjacent to the North Tower lobby doors of the Sheraton Wall Centre Hotel. For more information, please contact the Show Manager Michele O'Bright, Email: mobright@telus.net, Tel. 416-432-2975.

Vancouver Information

British Columbia is Canada's western most province and is set between the Pacific Ocean in the west and the magnificent Rocky Mountains in the east. Blessed with breathtaking landscapes, BC is home to a geographical diversity that lends itself to a vast array of activities and adventures. There are mountains to climb, rivers to run, beaches to comb, forests to hike, parks to stroll and warm summer lakes to laze about on. The province generally enjoys a temperate climate but where there are mountains, there is snow. Always a gold medal destination for savvy travelers, BC offers not just outdoor adventure but cosmopolitan culture, world class exhibitions, uptown shopping and fabulous dining. From sophisticated cities to breathtaking scenery, there is something for everyone in BC. Vancouver, one of the world's most spectacular cities, has been named "Top City of the Americas" in *Condé Nast Traveler* magazine's 2009 Readers' Choice Awards, the world's "Most Liveable City" by the Economist Intelligence Unit (EIU) in 2005, and a Top 100 World Destination pick in Trip Advisor's 2008 Traveler's Choice Awards, Vancouver offers travelers both outstanding opportunities for outdoor adventure and the sophisticated amenities of a world-class city. For more information: www.hellobc.com and www.tourismvancouver.com

EXHIBITOR TIMETABLE OF EVENTS*

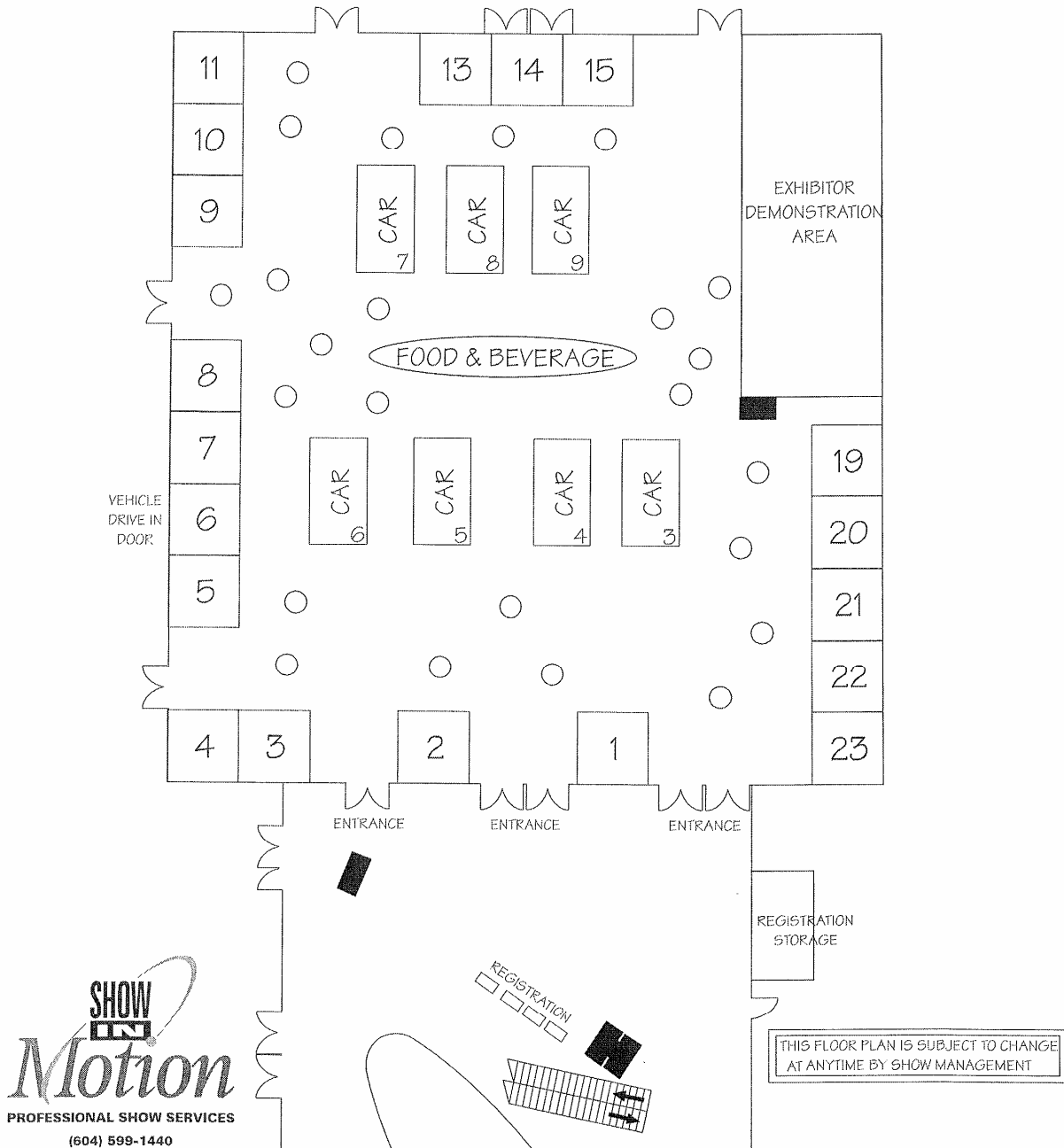
Tuesday September 14, 2010	
7:00 am – 12:00 midnight	Show Decorator Move-In
2:30 – 4:30 pm	Indoor vehicle exhibitor move-in <i>(NOTE: See specific vehicle move-in time for each indoor vehicle exhibitor at the back of this manual)</i>
5:00 – 7:00 pm	Networking Reception Hosted by the City of Vancouver and BC Hydro (Creekside Community Centre – Shuttle bus transportation available)
7:00 – 10:00 pm	Booth Exhibitor Move-In/Set-Up
Wednesday September 15, 2010	
7:00 – 9:00 am	Outdoor vehicle exhibitor move-in <i>(NOTE: See specific vehicle move-in time for each outdoor vehicle exhibitor at the back of this manual)</i>
7:30 – 9:00 am	Final Preparations by Exhibitors before Show Opening
9:00 – 10:00 am	Aisle and General Show Cleaning
10:00 am – 3:00 pm	Official Trade Show Open Hours (Conference delegates only)
10:00 – 10:30 am	Networking Break in Trade Show
12:00 – 1:30 pm	Buffet Luncheon on trade show floor
2:30 – 3:00 pm	Networking Break in Trade Show
3:00 – 5:00 pm	Business Sessions for Conference Delegates (in hotel meeting rooms)
6:00 – 9:00 pm	Trade Show Open to the General Public NOTE: All exhibitors MUST be in their booth at this time.
9:00 pm – 12:00 midnight	Exhibitor and Show Decorator Move-Out

* Schedule subject to change at any time.

FLOOR PLAN – INDOOR DISPLAY AREA

EY2010VE

SEPTEMBER 15, 2010



FLOOR PLAN – OUTDOOR DISPLAY AREA



CONFERENCE PROGRAM-AT-A-GLANCE

Please note that this is a preliminary conference program. For program details, please visit the EV2010VÉ website: www.emc-mec.ca/ev2010ve/en/home.html

	MONDAY Sept. 13th	TUESDAY Sept. 14th	WEDNESDAY Sept. 15th	THURSDAY Sept. 16th
07.00		Registration	Registration	Registration
07.30		Breakfast	EMC Annual Meeting	Meeting of the new EMC Board of Directors
08.00			Breakfast	
08.30		Opening Plenary Session & Awards	Sessions Track 1 (4) Track 2 (3) Track 3 (4) Track 4 (4)	Technical Tours Tour 1 Tour 2 Tour 3
09.00				
09.30				
10.00	Registration	Break	Trade Show	
10.30		Sessions Track 1 (1 & 5)		
11.00	Special Meetings	Track 3 (1)		Media Ride'N Drive
11.30		Track 4 (1)		
12.00	EMC Board of Directors Meeting	Lunch		
12.30				
13.00		Sessions Track 1 (2) Track 2 (1) Track 3 (2) Track 4 (2)		
13.30				
14.00		Break		
14.30	Special Sessions Session 1 Session 2	Sessions Track 1 (3) Track 2 (2) Track 3 (3) Track 4 (3)		OEM Perspective Session (Second Annual Event)
15.00				
15.30				
16.00				
16.30				
17.00			Closing Remarks	
17.30		Networking Reception Hosted by City of Vancouver and BC Hydro	Public Event in Trade Show	
18.00	Welcome Reception			
18.30				
19.00				
19.30				
20.00				
20.30				
21.00				

SHOW CONTACTS

Event Management

Show Management

SOLUTIONS BY MICHELE O'BRIGHT
Attn: Michele O'Bright
Email: mobright@telus.net
Cell: 416-432-2975
Fax: 604-738-3985

Conference Manager

JPdL MONTRÉAL
Attn: Isabelle Desloges
Email: ev2010ve@jpdL.com
Tel.: 514-287-9898 Ext. 337

Official Show Suppliers

Exhibit Services:

SHOW IN MOTION
Attn: Lynne Storm
lynne@showinmotion.com
Tel.: 250-495-5025
Fax: 250-495-5026
www.showinmotion.com

On-Site Materials Handling:

SHOW IN MOTION
Attn: Brian Huggan
brian@showinmotion.com
Tel.: 250-495-5025
Fax: 250-495-5026
www.showinmotion.com

Advance Storage - Exhibitor uses own Shipper (Within Canada):

SHOW IN MOTION
Attn: Brian Huggan
brian@showinmotion.com
Tel.: 250-495-5025
Fax: 250-495-5026
www.showinmotion.com

Local Conference Courier:

NOVEX
Tel.: 604-278-2946
www.novex.ca

Advance Shipping & Storage (Within Canada)

Advance Shipping & Storage (US & International)

Official Customs Broker (US & International):

LIVINGSTON EVENT
LOGISTICS
Attn: Robert Skelly or
Stefanie Goss
rskelly@livingstonintl.com or
sgoss@livingstonintl.com
Tel. 1-800-663-0301 ext.
2108 (Robert) or ext 2402
(Stefanie) or 604-687-5535
Fax 604-687-1463

Audio-Visual Equipment:

SHOW MANAGEMENT
Attn: Michele O'Bright
Email: mobright@telus.net
Cell: 416-432-2975
Fax: 604-738-3985

Internet/Computers:

PSAV
Attn: Chico Saadi
Email: csaadi@psav.com
Tel. 604-893-7470
Fax: 604-893-7449

Electrical Requirements:

SHOW IN MOTION
Attn: Brad Riznek
brad@showinmotion.com
Tel.: 250-495-5025
Fax: 250-495-5026
www.showinmotion.com

HOTEL ACCOMMODATION

The EV2010VÉ Conference Organizing Committee has reserved a block of rooms at the Sheraton Vancouver Wall Centre Hotel. In order to secure accommodation at the preferred rates, please make your reservation by sending an email to: ev2010ve@jpdL.com as soon as possible.

Rates

The following room rates are available until Aug. 30/10. After this date, rates will be offered on a space and availability basis only:

Guest Rooms	\$189.00*
Club Floor	\$244.00*

** Rooms will be allocated on a first come first served basis and are subject to hotel availability. All rates are quoted exclusive of applicable taxes or specific hotel fees in effect at the hotel during the time of your stay.*

Hotel Information (Please DO NOT contact the hotel directly for reservations – send email to ev2010ve@jpdL.com)
1088 Burrard Street
Vancouver, BC, Canada, V6Z 2R9
Tel: (604) 331-1000· Fax: (604) 893-7200
www.sheratonvancouver.com

Whether your visit the hotel for business or for pleasure, you'll feel very "at home" at the Sheraton Vancouver Wall Centre. Stroll leisurely through the boutiques of Robson Street and Yaletown, or make connections at the nearby business and financial districts. Step outside the hotel doors and into the celebrated sites of the city. Take a Sea Wall Walking Tour with family and friends and create memories at Stanley Park and the Vancouver Art Gallery, just around the block. Slow down and take in views of the skyline and the Pacific Ocean in one of the 733 guest rooms and suites. After a full day of sightseeing, rest easy beneath the cozy comfort of the Sheraton Sweet Sleeper™ Bed. Jump into the heated indoor swimming pool or ease into the whirlpool to get refreshed. Re-energize at the health club and Vida Wellness Spa, offering massage therapy. A warm welcome awaits you at the Sheraton Vancouver Wall Centre!

EXHIBITOR GUIDELINES

Access/Admission to the Premises

Show Management reserves the right to deny admission to the show to any exhibitor, exhibitor's employee or to any visitor who is deemed to be inebriated or behaving in a manner which hinders the smooth execution of the show. Any minor work or maintenance on an exhibitor display space must be carried out during the designated move-in and/or final preparation times. This trade show is designated as a "trade only" event from 10:00 am – 3:00 pm on Wed. Sept. 15. The general public will only be admitted to the show from 6:00-9:00 pm on Wed. Sept. 15. There will be no admission fee for any person who is a registered conference delegate of the EV2010VÉ conference or registered as exhibit personnel. No-one will be admitted to the trade show without a conference or exhibit personnel name badge during the trade only hours.

Advance Shipping and Storage

Please note that there is no advance storage space at the trade show location (Sheraton Vancouver Wall Centre Hotel) and you CANNOT ship any materials in advance directly to the Sheraton Hotel. If you do ship directly to the hotel/trade show site, please be advised that the Sheraton Hotel, Show Management and all related sub-contractors will not receive, sign for or accept any liability or responsibility for the whereabouts or delivery of your materials.

To ensure that your materials reach the show in a timely manner and are tracked appropriately, we strongly recommend using one of the official shippers as follows:

ADVANCE STORAGE ONLY – Exhibitor uses own Shipper (Within Canada):

SHOW IN MOTION

Attn: Brian Huggan

Email: brian@showinmotion.com

Tel.: 250-495-5025 Fax: 250-495-5026

Advance Shipping and Storage – CONT'D

Shipping Labels – Within Canada

When shipping your materials WITHIN CANADA, please ensure that the address label appears as follows:

Your Company Name / Your Display Space Number
EV2010VÉ Electric Vehicles Conference/Trade Show
c/o Show in Motion
#21 – 8528 123rd Street
Surrey, BC V3W 3V6
CANADA

ADVANCE SHIPPING/STORAGE (Within Canada) ADVANCE SHIPPING/STORAGE (US, International) OFFICIAL CUSTOMS BROKER (US, International):

LIVINGSTON EVENT LOGISTICS

Attn: Robert Skelly or Stefanie Goss

Email: rskelly@livingstonintl.com / sgoss@livingstonintl.com

Tel. 1-800-663-0301 ext. 2108 (Robert) or ext 2402

(Stefanie) or 604-687-5535

Fax: 604-687-1463

Shipping Labels – US or International

When shipping your materials from the US OR INTERNATIONAL, please ensure that the address label appears as follows:

Your Company Name / Your Display Space Number
EV2010VÉ Electric Vehicles Conference/Trade Show
c/o Livingston Event Logistics – Aerostream
4840 Miller Road, Door 28
Richmond, BC V7B 1K7
CANADA

If your shipment is received at one of the above advance storage warehouses, it will be delivered to your display space before exhibitor move-in and set-up.

Aisles

Exhibitors shall not encroach on any aisle space at any time. Exhibit material must remain within the confines of the contracted (e.g. 10' x 10') display space. Failure to do so may result in Show Management removing the encroaching material from the aisle and/or display space area. All aisles must be kept as clear as possible during move-in/out times.

Alcohol

Alcohol may only be consumed in those areas of the hotel licensed and designated as alcohol consumption areas. Guests cannot consume alcoholic beverages on the outdoor grounds of the property. All alcoholic beverages consumed in the common areas must be purchased from the hotel.

Amendments to Rules & Regulations

Show Management reserves the right to amend these guidelines, rules and regulations, or to make additions as required. Under unusual circumstances, and at its own discretion, Show Management may also make specific exceptions or changes to the rules without necessarily establishing a precedent or applying the modification beyond the specific case involved. All exhibitors are required to sign and return the "Acknowledgement Form" at the back of this manual.

Animals

The admission of any animal into the facility without prior written approval of Show Management is forbidden. "Seeing Eye" dogs are permitted.

Assignment of Display Space

Assignment of display space to exhibitors was done on a first come, first served basis. The EV2010VÉ will continue to receive applications and assign exhibit space, as it remains available, until shortly before the show opening date. In all cases, total booth payments must be received prior to show opening.

The assignment of booths is final and shall constitute an acceptance of the Exhibitor's offer to occupy space. After assignment, space location may not be changed, transferred or cancelled by the Exhibitor except upon written request and with the subsequent written approval of Show Management. Show Management reserves the right to re-assign exhibitor space or to modify the floor plan, at any time.

Audio Visual

If you require audiovisual equipment in your display space e.g. televisions, DVD players, etc, please contact Show Management: Michele O'Bright, Email: mobright@telus.net, Tel. 416-432-2975, Fax 604-738-3985.

Carpet

Your booth fee includes carpet as per the overall carpet found in the trade show hall (Grand Ballroom of Sheraton Vancouver Wall Centre Hotel).

Cleaning

The cleaning of aisles is included in the space rental agreement. If you wish to hire cleaning services for your individual display space, please refer to the booth cleaning order form in the Show In Motion Exhibitor Service Manual. At the end of the show, garbage must be placed outside the booth to ensure pickup by cleaning staff.

Colours

The official show colours are green booth draping with multi-coloured carpet in the Sheraton Hotel Grand Ballroom (trade show).

Computers/Internet

Computers, printers and internet services are available to rent from: PSAV, Attn: Chico Saadi, Email: csaadi@psav.com, Tel. 604-893-7470 Fax: 604-893-7449.

Conference Activities

The trade show is a component of the overall EV2010VÉ event being held Sept. 13-16 including a variety of conference activities such as meal functions, business sessions and networking opportunities. The trade show exhibit fee includes the participation of one complimentary delegate in the EV2010VÉ conference activities. Please complete the separate "Acknowledgement Form" at the back of this manual to receive the complimentary conference registration.

Couriers

Please note that courier shipments directly to the Sheraton Vancouver Wall Centre Hotel will only be accepted during exhibitor move-in and final preparation hours (7:00-10:00 pm – Tues. Sept. 14 and 7:30-9:00 am – Wed. Sept. 15), provided that there is an individual from your company available to sign and accept the shipment at the move-in/show entrance doors. Due to liability reasons, Show Management and all related sub-contractors, including staff of the Sheraton Hotel will not sign or accept any shipments on behalf of exhibitors. Please refer to the “Advance Shipping/Storage” section of this manual for shipping arrangements.

Customs Brokerage & Shipping Services

In order to facilitate the most efficient and cost effective service possible, Livingston Event Logistics has been appointed the official transportation carrier/shipper, customs broker, and advance warehouse (for U.S. and International shipments) for exhibit shipments. The services of a customs brokerage firm are strongly recommended for all shipments originating outside of Canada. Livingston will import your display goods into Canada for the exhibit and will be admit them temporarily free of duties and taxes. This will eliminate the possibility of materials being held at the border by Canada Customs due to improper or insufficient documentation resulting in materials arriving late or not at all. Livingston will assist with all transportation and customs related formalities on your behalf. Contact: Robert Skelly or Stefanie Goss, Email: rskelly@livingstonintl.com or sgoss@livingstonintl.com, Tel. 604-687-5535 ext. 7705 or 1-800-663-0301, Fax 604-687-1463

Forms

Prior to shipping, Livingston's order forms must be completed and sent to Livingston Event Logistics. Please obtain the required forms from the above Livingston contact information.

Bonds

Livingston Event Logistics will post the required bonds and securities with Canada Customs; clear your materials through Canadian Customs; prepare export documentation and bills of lading; and arrange customs clearance for return ground/air freight. Exhibitors using their own broker will have to arrange their own bond or cash deposit with Canada Customs at the point of entry into Canada.

Customs Brokerage & Shipping Services – CONT'D

Private Vehicles (PV)

If you plan to drive to the show with your materials, please contact Livingston Event Logistics immediately for further instructions. With the introduction of AECI (Advance Electronic Cargo Information) on the U.S. side of the border, PAPS (Pre-Arrival Processing System) has become mandatory for most highway shipments entering the U.S. This program requires that all carriers/PV with commercial goods must fax shipment information to the Customs Broker at least 3 hours prior to their arrival at the border. The Customs Broker must then submit the shipment information, in the proper format, to U.S. Customs at least 1 hour prior to the carrier/PV arrival. Carriers who fail to meet AECI / PAPS requirements are subject to penalties. Carrier/PV penalties are set at \$5,000.00 USD for the first infraction, and \$10,000.00 USD for each infraction thereafter.

General Shipping Information

Please place two labels on each item to be shipped and mark your display space number plainly with crayon, ink, brush, or stencil. The person in charge of installing your exhibit should know **HOW** and **WHEN** shipments were made in case they become lost. Memoranda of shipping details should be in the possession of all exhibit set-up personnel at all times and will save valuable time/effort.

Default in Occupancy

Failure to occupy contracted space does not relieve an exhibitor of any obligation, financial or otherwise.

Demonstration Area

An informal exhibitor demonstration area will be available on the trade show floor during the hours of 10:00 am – 3:00 pm – Wed. Sept. 15. If exhibitors would like to promote/demonstrate their products/services in this area (maximum 15 minute presentation per exhibitor), please complete the “Acknowledgement Form” at the back of this manual. A screen, laptop and data projector will be available for exhibitor use in this area.

Directions

Please visit the Sheraton Vancouver Wall Centre Hotel website for directions at the following link: <http://www.sheratonvancouver.com/directions>

Display Space Activities

All activities by exhibitors or others must be confined to exhibit areas or the exhibitor demonstration area. Sufficient space must be provided within the limits of the exhibit area and so arranged that persons watching exhibitor demonstrations and other activities, can be contained within the exhibit area, rather than in the aisle. It is strictly against the rules to distribute or leave literature, or to carry signs or posters, or to display materials or signs in the aisles of the trade show or the registration area.

Display Space – INCLUSIONS

Included in Booth Space Cost:

- Booth space of 3m x 3m (10' x 10'), 9 square meters (100 sq. ft.)
- 2 x complimentary exhibit personnel name badges
- 3 x complimentary tickets for the Tuesday evening networking reception (1 conference + 2 exhibit personnel)
- 1 x Full conference registration
- 8' high back wall + 4' high side walls pipe and drape booth
- 1 x 6' skirted table
- 2 x Chairs
- 1 x Electrical outlet
- 1 x Garbage bin
- 1 x Recycle basket
- Booth identification sign
- Aisle cleaning after move-in
- General security in the Trade Show
- Listing and description of your organization in the on-site Final Program
- Listing of your organization on the conference website and Facebook site

Included in Vehicle Space Cost:

- 1 vehicle space - 4.5m x 2.4m (15' x 8')
- 2 complimentary exhibit personnel name badges
- 3 x complimentary tickets for the Tuesday evening networking reception (1 conference + 2 exhibit personnel)
- 1 x Full conference registration
- 1 x 6' skirted table
- 2 x Chairs
- 1 x Electrical outlet
- 1 x Garbage bin
- 1 x Recycle basket
- Aisle cleaning after move-in
- General security in the Trade Show
- Listing and description of your organization in the on-site Final Program
- Listing of your organization on the conference website and Facebook site

Display Space – EXCLUSIONS

Not Included in Space Cost

- Rental of rigid booth structure or any additional furniture or booth amenities
- Phone, modem line, internet access
- Individual booth cleaning
- Individual booth security
- Any other exhibit services

Note: Any additional equipment and services must be ordered through the official show suppliers. A list of official show suppliers and contacts can be found at the front of this manual.

Display Space Requirements

Height

A standard in-line exhibit may not exceed eight feet in height at the back. Products designed to stand on the floor may extend above 4 feet, but must be positioned as close to the back wall as possible. Every effort should be made to avoid blocking the view of adjoining exhibitors. Show Management should be consulted before the final booth plans are approved.

Width

The maximum width of the exhibit, including side rails, may not exceed the width of floor space purchased. It is recommended that the structure be 3 inches less than the width of the booth.

Exposed Surfaces

Any portion of the exhibit that is visible to an attendee must be finished or suitably decorated according to the show rules and regulations. Show Management reserves the right to decorate any non-compliant surfaces at the expense of the exhibitor.

Support

Booth structures must be self-supporting. Nails, screws, pressure sensitive tapes, or any other defacing materials, are not permitted on building floors and walls.

Sign Location

Absolutely no signs or graphics may be placed outside the booth area. All signs, posters, and graphics must be professionally designed. Show Management reserves the right to change or remove signs (at exhibitor's expense), which are not in compliance with the overall quality of the trade show. Signs must be placed on easels. Signage may not be affixed in any manner to the drape by pins, tape, or otherwise. Signs may be hung from the top bar but must be arranged on-site by contacting Show In Motion staff.

Display Space Requirements – CONT'D

Lighting

The use of flashing or rotating lights in an exhibit is prohibited if such lights are distracting to those outside the booth area. Booth lighting must not interfere with exhibits or personnel in nearby areas.

Carpet

Please note that there will be regular hotel Ballroom carpet in the indoor trade show. The outdoor vehicle display (larger vehicles) will not have carpet.

Door Height/Width

The height/width of the various move-in doors are as follows:

- Door from underground parking garage to back of the hotel (near "Grand Ballroom" trade show room) – 7'9" W x 6'6" H
- Door from back of the hotel into "Grand Ballroom" (trade show room) – 7'8" W x 6'7" H
- Show entrance doors to the "Ballroom" - 5'11.5" W x 7'11.5" H

Electrical Requirements

One (1) standard electrical outlet (15 AMP/110V) is included with all booth and vehicle display spaces. 220V is available upon request at an additional cost. For any additional electrical needs, please refer to the electrical order form in the Show In Motion Exhibitor Service Manual.

Please note:

- An outlet cannot be shared with another display space. Show In Motion may refuse any connection that does not comply with appropriate electrical and show standards.
- All wiring and other electrical installation, motors, etc. must be approved by Show In Motion.
- In the event of inspection or repair, electrical wiring of pre-fabricated booths should be accessible at all times. All wiring on booths or display fixtures must meet applicable codes.
- Electrical appliances or systems with special characteristics presenting requirements beyond provincial conditions, must be identified by the exhibitor to Show In Motion.

Exhibitor Lounge

Please note that there is no formal exhibitor lounge area designated, however food and beverage can be purchased from the following food outlets in the Sheraton Hotel during the following times: BarOne (North Tower Lobby) Open daily - 12:00 noon-11:30 pm; Café One (North Tower Lobby) Open daily – 6:30 am-10:00 pm; Room Service – Open 24 hrs; Starbucks (North Tower Lower Lobby) Open Mon–Fri 6:00 am-7:00 pm and Sat/Sun – 7:00 am – 6:00 pm; Sheraton Wall Centre Fine Wine/Beer Shop Open Mon–Sat – 11:00 am-10:00 pm & Sun – 1:00-8:00 pm.

Exhibitor Responsibilities

All exhibitors are responsible for the maintenance and well being of the display space rented. Should any charges be incurred on behalf of Show Management due to damage done by any exhibitor, the cost will be forwarded on to the exhibitor responsible. Exhibitors will not interfere or permit anything to be done, that interferes with the effectiveness or accessibility of utility, heating, ventilation, elevators, electrical, plumbing, gas, compressed air, or air conditioning systems. Also, exhibitors will not do anything, or permit to be done, anything that will interfere with the free access to public areas.

Fireworks and Other Pyrotechnics

Fireworks and other related pyrotechnics may not be brought into the Trade Show at any time.

Fire, Safety & Health Compliance

Exhibitors will assume all responsibility for compliance with all pertinent ordinances, regulations and codes of duly authorized federal, provincial and local governing bodies concerning fire, safety and health, together with the rules and regulations of the operators and/or owners of the property where the trade show is being held. There may not be open flames at any time in any display space. All vehicle exhibitors must ensure that engines are turned off. Also see "Vehicle Requirements" section in this manual for preparation, placing and moving of vehicles.

Food Services

For any food and beverage service in your individual display space, please contact: Sheraton Vancouver Wall Centre Hotel, Attn: Daniel Tennant, Email: dtennant@wallcentre.com, Tel. 604-893-7236 Fax 604-893-7139

Forms

Please contact each of the individual Official Show Suppliers (Page 9) to obtain appropriate order forms or download the forms from the EV2010 website at the following link: <http://www.emc-mec.ca/ev2010ve/en/trade.html>

Fuel

Fuel tanks must be virtually empty (maximum ¼ tank). Also see "Vehicle Requirements" section in this manual.

Interpretation of Rules & Penalties

Show Management shall have sole and final authority as to the interpretation of the rules and regulations in this manual and their application. In the event of any violations, Show Management shall have the authority to establish penalties, including removal from the current show or exclusion from future shows.

Liability & Insurance

The exhibitor agrees that EV2010VÉ and their representatives shall not be liable for any damage or liability of any kind or for any loss, damage or injury to persons or property during the term of this agreement, from any cause whatsoever by reason of use, occupation and enjoyment of exhibit space by exhibitor or any person thereon with the consent of Exhibitor, and that Exhibitor will defend, indemnify and save harmless, the EV2010VÉ and their representatives from all liability whatsoever, on account of any such damage, or injury, whether or not caused by negligence or breach of an obligation by the exhibitor or its employees or representatives. The exhibitor will be liable for all damages or liability of any kind or for any loss, damage or injury to persons or any property during the trade show from any cause whatsoever by reason of use, occupation and enjoyment of exhibit space. It is the responsibility of the exhibitor to obtain business interruption and property damage insurance covering any such potential losses sustained through exhibiting.

Materials Handling

On-site materials handling services are **NOT** included in your exhibit fee e.g. use of fork-lifts, hand-carts, dollies, etc. Please refer to the materials handling order form in the Show In Motion Exhibitor Service Manual to obtain these services and/or equipment. By contracting Show In Motion, it will ensure the proper delivery of exhibit materials to the designated exhibitor display spaces from the advance storage warehouse. Materials handling services include:

- Delivery of exhibitor materials to booth from advance warehouse
- Removal of empty containers
- Storage of empty containers during the show
- Return of empty containers to exhibitor booth at the end of the show
- Return repacked material to receiving dock for pick up

If you do not use Show In Motion's materials handling service, it is your responsibility to receive and bring your materials into your own display space as well as move/ship them out.

Move-In

- ▶ INDOOR vehicle exhibitors – 2:30–4:30 pm - Tues. Sept. 14 – Also see specific vehicle entry/ move-in schedule at the back of this manual.
- ▶ BOOTH exhibitors - 7:00-10:00 pm - Tues. Sept. 14/10
- ▶ OUTDOOR vehicle exhibitors – 7:00-9:00 am – Wed. Sept. 15 - Also see specific vehicle entry/move-in schedule at the back of this manual.
- ▶ All exhibitors – Final Preparations – 7:30-9:00 am – Wed. Sept. 15.

Move-Out

Move-out and dismantling for all exhibitors may commence **ONLY AFTER SHOW CLOSING** at 9:00 pm on Wed. Sept. 15. All exhibit materials must be cleared from the show floor no later than 12:00 midnight on Wed. Sept. 15 or they will be removed and stored at the exhibitor's expense.

Moving Displays

Moving displays, motion pictures, slide projectors, television screens, oscillographs, etc., may be operated when positioned so as not to attract or create a crowd in the aisles, or in another exhibitor's adjacent booth.

Parking

Parking is available under the hotel on a guest/non-guest basis. For Sheraton Hotel guests - \$30 + tax (self park) and \$33 + tax (valet). For non hotel guests, \$7 for first hour then \$3.50 for each additional half hour to a maximum of \$42 per day. Non hotel guest early-bird rate (arrive between 6:00-8:00 am, leave before 6:00 pm) - \$17 per day.

Payment Requirements and Cancellation Fees

Exhibitors must respect the terms of payment specified in the contract they approved. Exhibitors will not be admitted on to the show premises unless the amounts due to EV2010VÉ are settled.

All cancellations must be made in writing and will be based on the following schedule of refunds:

- Space reductions are considered cancellations and are subject to cancellation fees.
- Before July 31, 2010 - 50% of total booth cost will be refunded.
- After July 31, 2010 - No refunds.
- "No-show" Exhibitors will receive no refund.

It is understood that EV2010VÉ reserves the right, at its option, to reassign a cancelled booth regardless of the cancellation rate assessed.

Plumbing/Water

Please contact: Sheraton Vancouver Wall Centre Hotel, Attn: Daniel Tennant, Email: dtennant@wallcentre.com, Tel. 604-893-7236 Fax 604-893-7139

Registration – Complimentary Admissions

Each display space receives:

- One (1) complimentary full conference registration - includes access to all activities at the conference.
- Two (2) complimentary exhibit personnel name badges – includes access to:
 - Tues. evening City of Vancouver/BC Hydro reception
 - Wed. networking breaks (x 2) and lunch during the trade show

The names of your complimentary conference registration and two exhibit personnel name badges must be advised to the Show Manager at scan/email: mobright@telus.net or Fax: 604-738-3985 no later than Aug. 20. Please complete the "Acknowledgement Form" at the back of this manual.

Registration – CONT'D

Additional Exhibit Personnel

If you wish to have more than the two complimentary exhibit personnel in your booth, please complete the "Acknowledgement Form" at the back of this manual. There is a fee of \$75.00 + HST per person for each additional exhibit person.

Name Badge Pick-Up

All name badges (exhibit personnel and conference) will be available for pick up from the conference registration desk located on the third floor, north tower foyer across from the Junior Ballroom.

Return Shipping

It is the sole responsibility of all exhibitors to make arrangements for return shipping of their materials through their own shipper or the official show transporter (Livingston Event Logistics). All materials must be labeled appropriately by the exhibitor and be shipped according to the move-out schedule. If exhibitors choose to ship materials via their own shippers, it must be done during move-out hours only. Any material not picked up/shipped by the time of move-out closing, will be removed by Show In Motion to their storage warehouse and stored at the exhibitor's expense until return arrangements are made by the exhibitor for the goods. Please refer to the outbound freight service order form in the Show In Motion Exhibitor Service Manual. Also see section entitled "Advance Storage/Shipping".

Security

Exhibitors are responsible for the safe keeping of their own materials. Do not leave any valuable items unattended at any time. The Sheraton Hotel, Show Management and all related show sub-contractors are not responsible for any loss, theft, damage, etc. however caused at any time. Show security will be on duty during move-in/out and all trade show hours to monitor appropriate name badge identification only. Any persons without a name badge will not be admitted into the trade show, except on Wed. Sept. 15, from 6:00-9:00 pm when the trade show is open to the general public. Exhibitors are requested to ensure that all exhibit personnel wear their name badges at all times. Individual display space security can be arranged at the rate of \$30.00 per hour, minimum of 4 hours. Please contact: Sheraton Vancouver Wall Centre Hotel, Attn: Daniel Tennant, Email: dtennant@wallcentre.com, Tel. 604-893-7236 Fax 604-893-7139

Shipping

See section entitled "Advance Storage/Shipping".

Sign Installation

Please note that signs/banners cannot be hung from the ceiling above your display space. As well, signage cannot exceed the height of 8 feet or visually obstruct other display areas. If you wish to have special signage made for your booth (additional fees apply), please refer to the custom signage order form in the Show In Motion Exhibitor Service Manual.

Smoking

The EV2010VÉ trade show is a smoke free event. Smoking is strictly prohibited anywhere in the building at any time, in accordance to City of Vancouver By-Laws. Those contravening this law are subject to severe fines. Security will be strictly monitoring and enforcing this By-Law. Smoking is permitted outside of the building and must be within six metres of an entryway, openable window or air intake of a building and the perimeter of a customer services area.

Social/Networking Events

Exhibitors may wish to organize their own social and networking activities during EV2010VÉ. The Conference Organizing Committee has requested that exhibitors do not organize social activities on the same evenings as the functions listed in the conference program. Exhibit personnel are most welcome to attend the Networking Reception on Tues. Sept. 14 from 5:00-7:00 pm at the Creekside Community Recreation Centre. It's a great way to enjoy waterfront and mountain scenery while networking with friends, colleagues and new acquaintances in this state-of-the-art City of Vancouver recreational facility. Located in the heart of the 2010 Olympic Village, this venue opened to the public in July 2010 and is only steps from the seawall and Science World. Includes hors d'oeuvres from Vancouver's most renowned caterer.

Sound

Public address systems, sound projections, tape decks, and other sound producing and/or amplifying devices may be used in display spaces provided that they meet applicable safety regulations, are installed in a workman-like manner and do not create a distraction for nearby exhibitors. Use of a compressor-limiter in public address equipment is encouraged to assure continuous adherence to this rule.

Storage

On-site storage for crates and packing material will be provided to all exhibitors during move-in and show hours only. For large crates/packing materials, please refer to the materials handling order form in the Show In Motion Exhibitor Service Manual. If you require advance storage prior to show opening (materials delivered via your own shipper), please contact Show In Motion. If you require advance storage and shipping, please contact Livingston Event Logistics.

Subletting/Sharing Space

Exhibitors may not re-assign, sublet, or apportion the whole or any part of the display space purchased from EV2010VÉ, nor permit any other person or party to exhibit therein, any other goods, apparatus, services etc. not manufactured, promoted or distributed by the Exhibitor in the regular course of his business except upon prior written consent of EV2010VÉ.

Telecommunications

Please contact: Sheraton Vancouver Wall Centre Hotel, Attn: Daniel Tennant, Email: dtennant@wallcentre.com, Tel. 604-893-7236 Fax 604-893-7139

Unions

Exhibitors agree to abide by and comply with rules and regulations concerning local unions having agreements with EV2010VÉ facility or with authorized contractors employed by EV2010VÉ.

Vehicle Move-In/Out – INSIDE DISPLAY AREA

Enter/exit through the Hornby Street hotel parking entrance (located between Helmcken Street and Nelson Street). Follow the signs down to the sign that directs you to the South Tower P2 parking and turn left. The entrance to the Grand Ballroom is the two double doors that are on the right side about 10 metres after you turn left. Four to five parking places will be cordoned off and signed "EV2010VÉ Parking Only" and available for vehicle staging. Once inside the Ballroom, vehicles must be pushed (engine not running) into place. This is due to smoke detectors. A portable fire extinguisher must be readily available at all times. Keys for the vehicle must be left with the Hotel Banquet Manager on duty. Also see the vehicle move-in schedule in this manual for your exact vehicle move-in times. Failure to be available at the move-in doors at your designated move-in time may nullify your opportunity to exhibit.

Vehicle Move-In/Out – OUTSIDE DISPLAY AREA

Enter/exit through the main hotel entrance off of Burrard Street. As soon as the vehicle enters the hotel main driveway, immediately turn left onto “patio/garden” area. Show In Motion staff and cones will indicate the way directly to the outdoor vehicle display spaces adjacent to the North Tower main lobby entrance. Please see the vehicle move-in schedule at the back of this manual for your exact move-in time. Failure to be present at the move-in entrance at your designated move-in time, may nullify your opportunity to exhibit. The outdoor display area will have overhead tents.

Vehicle Requirements

Battery must be disconnected once the vehicle is in place. Mats or similar products must be placed under wheels in addition to any area in which oil may drop. Vehicle must be dry and clean. Fuel tank must be virtually empty (maximum ¼ tank).

PLANNING CHECKLIST

The following checklist is provided as a guide to assist you in ensuring all important exhibitor responsibilities are completed:

- Confirm receipt of this Exhibitor Guidelines Manual by returning the “Acknowledgement Form” at the back of this manual.
Complete By: August 16, 2010
- Send name to receive complimentary full conference registration (see “Acknowledgement Form”)
Complete By: August 16, 2010
- Send two contact names to receive complimentary exhibit personnel name badges (see “Acknowledgement Form”)
Complete By: August 16, 2010
- Contact Show In Motion if 220V Electrical is Required
Complete By: August 27, 2010
- Ensure all Services Order Forms have been sent to all show contractors (e.g. audiovisual services, electrical, shipping, customs, food & beverage orders, etc.)
Complete By: August 27, 2010

EXHIBIT SERVICES ORDER FORMS

Please contact each of the individual Official Show Suppliers (Page 9) to obtain appropriate order forms or download the forms from the EV2010 website at the following link:

<http://www.emc-mec.ca/ev2010ve/en/trade.html>

EXHIBIT SERVICES – Show in Motion

- Booth Cleaning
- Carpet and Padding
- Custom Accessories
- Deluxe Furniture
- Electrical and Lighting
- Exhibit Installation
- Hard Wall [Exhibit] Booths
- Materials Handling
- Outbound Freight Service Order Form
- Plants and Flowers
- Pop-Up Displays
- Priority Empty Return [of Exhibit Materials]
- Signage
- Tables and Chairs

CUSTOMS & ADVANCE SHIPPING/STORAGE – US & INTERNATIONAL

Livingston Event Logistics

- US and International Advance Shipping/Storage Order Form
- Canada Customs Invoice

LOCAL CONFERENCE COURIER – Novex

- List of Delivery Services and Locations
- Delivery Location Maps

AUDIO VISUAL EQUIPMENT

Please contact Show Management for any audio visual requirements: Michele O'Bright, Email: mobright@telus.net, Tel. 416-432-2975.

INTERNET/COMPUTERS

Please contact PSAV for any internet/computer requirements: PSAV, Attn: Chico Saadi, Email: csaadi@psav.com, Tel. 604-893-7470 Fax: 604-893-7449.

VEHICLE ENTRY SCHEDULE

This schedule has been set-up to facilitate an easy and quick move-in of all vehicle displays. Please ensure that you record your specific move-in time.

INDOOR vehicle move-in will commence at 2:30 pm on Tues. Sept. 14

It is suggested that you arrive early in the event that the move-in is going more quickly than anticipated. ***Failure to be on time will impede the move-in schedule of all other exhibitors and may nullify your opportunity to exhibit.*** Please line your vehicle up in sequence in the underground parking lot within proximity to the move-in door. Four to five parking places will be cordoned off and signed "EV2010VÉ Parking Only" and available for vehicle staging. A move-in representative will be near the move-in doors to facilitate the lining up and move-in of vehicles through the entrance door. Additional move-in staff will be inside the building to advise you of your exact display location.

Display Location #	Company Name	Display Size	Move-In Time
V3	Toronto Electric	4.5 m x 2.4 m	2:30 pm
V4	TBD		2:45 pm
V9	Canadian Electric Vehicles Ltd.	4.5m x 2.4 m	3:00 pm
V8	TBD		3:15 pm
V7	Mitsubishi Motor Sales of Canada	4.5 m x 2.4 m	3:30 pm
V5	GM Canada	4.5 m x 2.4 m	3:45 pm
V6	Azure Dynamics Corporation	4.5 m x 2.4 m	4:00 pm

OUTDOOR vehicle move-in will commence at 7:00 am on Wed. Sept. 15.

Display Location #	Company Name	Display Size	Move-In Time
G1	Novex Delivery Solution	3m x 8 m	7:00 am
G2	TBD		7:15 am
G3	TBD		7:30 am

ACKNOWLEDGEMENT, DEMONSTRATION AND COMPLIMENTARY REGISTRATION FORM

EV-2010-VÉ
Conférence et
Trade Show
September 13 to 16, 2010
Vancouver, BC Canada



EV-2010-VÉ
Conférence et
salon commercial
13 au 16 septembre 2010
Vancouver, C.B. Canada

ACKNOWLEDGEMENT

Please complete and return this form **by Aug. 16** in order to receive complimentary registrations and promotion of your exhibit. By completing this form, I accept the terms and conditions described in the Exhibitor Guidelines Manual.

Display Space Location #: _____ Contact Person Name: _____

Exhibitor Company Name: _____

Email: _____ Telephone: _____

DEMONSTRATION AREA

Yes! We would like to provide a 15 minute presentation (maximum) in the exhibitor demonstration area on the show floor regarding the following items: (A specific presentation time will be emailed to you at a later date)

Demonstration Description (Please Specify): _____

COMPLIMENTARY REGISTRATIONS

Please complete this "Acknowledgement Form" for EACH of your display spaces – one complimentary conference registration and 2 complimentary exhibitor personnel are provided for EACH display space.

Please provide the following individual with the complimentary conference registration included in my exhibit fee (Name badge to be picked up at the conference registration desk, North Tower, 3rd Floor, Junior Ballroom Foyer):

1. _____

Please provide name badges for the following two complimentary exhibit personnel included in my exhibit fee (Name badge to be picked up at the trade show registration desk, North Tower, Grand Ballroom Foyer):

1. _____

2. _____

We would like to have additional exhibit personnel name badges as follows at a cost of \$75.00 + HST per person: (Attach separate page if required)

1. _____

2. _____

3. _____

PAYMENT (For Additional Exhibit Personnel Noted Above)

_____ # of additional Exhibit Personnel @ \$75.00 = \$ _____

Add HST @ 12% (#849973763T001) = \$ _____

Total Amount Due: = \$ _____

_____ VISA _____ MasterCard (Credit Card statement will show purchase from "JPdL") Cheques not accepted for additional exhibit personnel.

Credit Card #: _____ Expiry Date: _____

Name on Credit Card: _____ Signature: _____

Return this Form To:

Michele O'Bright, Show Manager, Scan/Email: mobright@telus.net, Fax: 604-738-3985