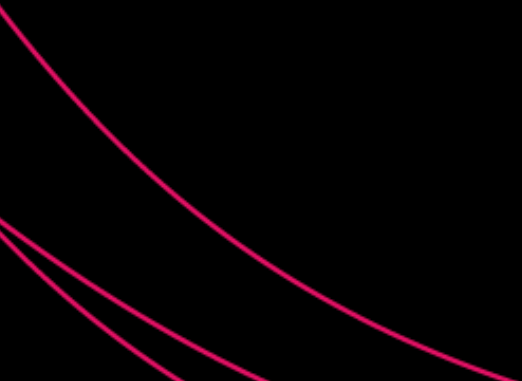


tcs TORONTO
WATERFRONT MARATHON



Exhibitor Handbook

October 16 - 17, 2026



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Schedule

Wednesday, October 14th

8:00am - 7:00pm | Expo Build - Approved Vendor Access Only

Thursday, October 15th

8:00am - 7:00pm | Expo Build - All Vendors

8:00am - 11:00am | Vendor & Vehicle Access

Friday, October 16th

7:00am - 10:00am | Expo Build - All Vendors

10:00am - 8:00pm | Open to Public

8:30pm | Vendors Leave Building

Saturday, October 17th

10:00am - 6:00pm | Open to Public

6:00pm - 11:00pm | Expo Breakdown

Earliest access for exhibitors into the expo is 8:00am on Thursday, October 15th unless otherwise approved by Brenden Williams. Upon arrival at Better Living Centre, you will be escorted to your booth by an Expo Vendor Escort.

As we are in a new building, we ask all exhibitors to complete the [TCS Toronto Waterfront Marathon Exhibitor Load-in Form](#).

Please follow instructions issued by Expo marshals at all times.

Included in Your Booking

- 1 - 6ft Skirted Table
- 2 - Chairs
- Black pipe & drape behind each booth and separating booths
- Internet access - Complimentary WIFI.

Audience Engagement Tips - Make your booth stand out!

Creating an engaging booth not only draws in more participants—it also boosts your ROI and leaves a lasting impression of your brand.

Here are a few proven ways to elevate your booth experience:

- **Contests & Giveaways**

Free stuff = instant attention. Run a simple contest or giveaway and hand out branded items to create excitement and keep your brand top of mind.

- **Energetic Staff**

Staff who are outgoing, approachable, and proactive can make all the difference in pulling people into your space and starting conversations.

- **Strong Branding & Signage**

A well-branded booth feels polished and premium. Think branded tents, backdrops, banners—anything that visually reinforces who you are.

- **Sampling**

If you're in food or beverage, offer samples! It's the best way to create a real-time connection to your product.

- **Exclusive Offers**

Event-only discounts or special deals can drive immediate interest and action.

Bonus Tip: Bringing a tent? Add string lights underneath! Venue lighting can be dim, and extra lighting helps your booth shine—literally.

Service Providers

Any services outside of what is listed in the 'Included in Your Booth' section must be ordered from a service provider. To order from any of the following providers, please contact them directly.

OPS Event Rentals Inc.

Show Decorators / Furniture / Labour / Material Handling / Advanced Shipping
info@ops-eventrentals.ca | www.ops-eventrentals.ca | 905-624-6955

To see their full list of items for rent, please see their [Exhibitor Rental & Service Manual](#). To request labour, please see form on page 23.

Better Living Centre

Parking / Cleaning / Internet / Telecommunications / Plumbing
exhibitorservices@energarecentre.com | 416-263-3064

To order any services, please visit the [Exhibitor Portal](#).

SHOWTECH Power & Lighting

Power / Lighting

To order any services, please visit the [Expresso by SHOWTECH](#).

Union Restrictions at Better Living Centre

[List of 506 Union Labour Providers](#)

Exhibition Place is a City of Toronto-owned, unionized facility. All clients and exhibitors must follow the collective agreements in place with the following unions: Labourers/Cleaners, Carpenters, Electricians, Plumbers, IATSE, Painters, and CUPE. Most union requirements can be met by booking services through official contractors or the venue services department. For questions or a full breakdown of union regulations, please contact **Brenden Williams**.

Labour Jurisdiction Overview (Local 506)

Labourers Union Local 506 is responsible for:

- Loading/unloading large freight, crates, and pallets
- Use of mechanical equipment (e.g., forklifts, pallet jacks)
- Assembly/dismantling of exhibit booths (custom or standard)
- Setup/strike of furnishings (tables, chairs, carpets, etc.)

Exhibitor Requirements:

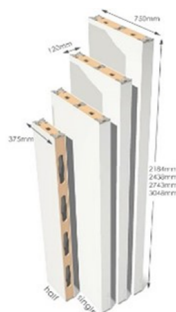
- A General Service Contractor affiliated with Local 506 must be hired to perform labour.
- Exhibitors may hire their own exhibit builder only if they are affiliated with Local 506.
- Non-union companies are not permitted.
- Exhibitors' own staff may:
 - Set up their product displays
 - Supervise booth setup (actual labour must be done by union personnel)
 - Install booths if they are a small family business using their own employees
 - Hire labour through a Local 506-affiliated company if external help is needed

Local 506 Exhibit & Display Examples

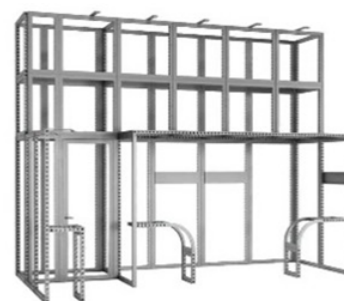
Hard Wall / Octanorm



Connect Wall & Flat Systems



Modular Exhibits



Non-Union Exhibit & Display Examples

Certain exhibit displays categorized as marketing pop up exhibits do not require union labour assistance. In most cases, these exhibit displays are easy to install and break down, often can be compacted into a mobile carrying case, and do not generally require specialized skill sets or tools available through union locals. This includes ancillary marketing support elements including pop up banners, collateral display racks, and similar elements. To ensure compliance, it is encouraged that end users submit an example through the Event Organizer for assessment.



Internet Access

Complimentary building-wide Wi-Fi is available at the Better Living Centre for all attendees and exhibitors. For a more secure and reliable connection, hardwired internet services can be purchased through the Better Living Centre Exhibitor Portal. Note: POS machines require encrypted connections and may not function properly on public Wi-Fi.

Encrypted network for exhibitors

SSID : Explace-Encrypted

Pass : incognito

Deliveries

To ensure smooth and secure delivery of materials to your booth, please review the following guidelines:

Delivery Timing

- Deliveries will only be accepted during the official **exhibitor tenancy period, beginning Thursday, October 15.**
- On **public days** (Friday, October 16 and Saturday, October 17), **deliveries must arrive before 9:00 AM.**

Unloading Responsibilities

- Exhibitors are responsible for arranging the **unloading of their own deliveries.**

Liability

- TCS Toronto Waterfront Marathon Expo **accepts no responsibility for loss or damage** to items delivered when no representative from your company is on-site to receive them.

Courier Deliveries

- If using a courier service, please ensure **the booth name is clearly included** on the delivery label.
- All courier deliveries will be directed to the appropriate booth **only if labeled correctly.**
- **A company representative must be on-site** to receive and sign for courier deliveries—Expo staff cannot accept deliveries on your behalf.

Valuable Items

- For any valuable shipments, we strongly recommend using **recorded or registered post.**
- These items must be **signed for in person** by the exhibitor.

Courier Services

If you require courier pickup during show breakdown, please arrange it in advance with your preferred courier, no later than Saturday.

Subletting / Sharing a Booth

Exhibitors are reminded that they must not transfer, sublet the whole or part, or subdivide their stand to any other company without Consent from the Expo Director. Please inform the Expo Director in writing if you intend to sublet your stand.

Booth Construction

Pathways must be unobstructed at all times. Exhibits must not project into pathways and must be kept within booth area.

Decorative Materials

All materials used for construction or decoration of displays, booths, etc., must be either non-combustible or treated and maintained in a flame-retardant condition by an approved treatment or process. A list of prohibited materials and materials which generally require flame retardancy treatment is [given in Appendix 1](#).

Combustible/Flammable Products for Sale

It is not necessary to flame proof textiles, paper or other combustible samples of merchandise on display “for sale”.

Materials, Processes and Equipment Within a Booth

The following processes/equipment are strictly prohibited:

- blasting agents or explosives flammable cryogenic gases
- aerosol cans with flammable propellants smoking (except in designated “Smoking Areas”) fuelling of motor vehicles
- liquefied petroleum or natural gas wood matches with “all surface strikes” hazardous refrigerants such as freon, sulphur dioxide or ammonia cellulose nitrate motion picture film
- use of equipment approved for outdoor use only (for example barbecues) use of flammable liquid or dangerous chemicals
- electrical equipment or installation of electrical equipment that does not conform to CSA- C22-1, Electrical Safety Code

The use of the following processes or equipment is subject to approval from The Better Living Centre. If any of the following is to be used, the exhibitor shall submit in writing to the Expo Director the nature of the process and any safeguards to be used to protect the hazard. Requests will be submitted by the Expo Director to the Better Living Centre. The Better Living Centre representative will review the request and respond with his/her approval, rejection or limitations.

- Propane and Natural gas fired equipment.
- Operating any heater, grill, heat-producing device, open flame device candles or torches.
- Use of portable heating or cooking equipment to cook food.
- Fireworks must receive approval from Toronto Fire Services and be operated under the supervision of a federally licensed pyrotechnician.
- Exhibits involving hazardous processing or materials not previously listed.
Storage or display of ammunition and fire arms (subject to subsection 5.2 of the Ontario Fire Code and Criminal Code)
- Display of knives, swords or any object or merchandise deemed as a weapon. All such products can only be displayed in a glasscase or behind the counter out of the reach of the public.
- Pressure vessels including propane tanks. Fossil fuel powered equipment.
- Hydraulically powered equipment using flammable fluids. Radiation producing devices.

Electrical Supply

All electrical will be supplied by SHOWTECH Power & Lighting and must be ordered in advance through the [Exhibitor Portal](#).

Electrical Equipment and Connections

In accordance with the Canadian Electrical Code, CSA C22.1 all electrical equipment must be approved before it may lawfully be advertised, displayed, offered for sale, sold or otherwise disposed of or used in the Province of Ontario. It is therefore the responsibility of each Exhibitor to ensure that all electrical equipment in, on or about their booth comply with the above regulation. This includes electrical merchandise, lighting and display equipment. Electrical equipment for which CSA approval is required, shall be submitted to the Canadian Standards Association. The approval of this association is accepted to all electrical inspection authorities in Canada. Please contact the CSA for details to this procedure.

Material Handling Equipment / Dolly's

Dolly's for Expo Build and Expo Teardown will not be provided. If you have large amounts of product to load in or out, please contact the Expo Director before the start of the Expo Build to see if arrangements can be made. There is no guarantee that material handling equipment will be available, so it is best to make arrangements to move all product on your own or with the help of the union labour.

Catering and Food Sampling

There are on site catering facilities provided by OVG. No other food and drink product are to be brought onto the property.

Food Sampling and Operation Requirements

Sampling may only be carried out with the written permission of the Expo Director. Please contact brenden@canadarunningseries.com if you plan on sampling any food in your booth. All Exhibitors must abide by the food sampling guidelines outlined below.

OVG Hospitality at the Enercare Centre reserve the right to control the sale and/or sampling of food or beverages, including confectioneries. Food samples must not exceed 59 grams (2oz) or 118 millilitres (4oz) by volume and food and beverage items for sale must be pre-packaged in such quantities as to be solely intended for home consumption and equal to no less than one kilogram by weight or one litre by volume.

If food and/or beverage products are sold for immediate consumption within the venue, the exhibitor in question will be asked to stop selling these food and/or beverage products. Should the practice continue, the exhibitor must comply with Better Living Centre's Sub-Contractor's Agreement.

Better Living Centre also reserves the right to ensure that samples of food and/or beverage given out are done in a safe and orderly manner. Should Better Living Centre deem a sampling program unsafe for public or private consumption, the sampling program in question will cease to operate. To ensure that food sampling is done in a safe manner, exhibitors giving out samples of food and/or beverages must adhere to policies and recommendations put forth by the City of Toronto Department of Public Health.

Cleaning / Garbage & Recycling Collection

The aisles and common areas will be cleaned and the public garbages will be emptied. Any waste produced by your booth (cardboard boxes, bags, etc.) must be taken by the vendor and **cannot be piled by or in the public garbage.**

For more information on booth cleaning services, please contact the Expo Director.

Traffic Marshalling

Exhibitors must unload their materials at the Better Living Centre using the ramp located off Prince Edward Island Cres. Exhibitors will be required to unload as quickly as possible and remove their vehicle to the on site parking facilities. Parking is available at no charge on the expo build day (more information to be distributed before the event). The driver must stay with the vehicle at all times. Any abandoned vehicles will be removed at the owners cost.

Better Living Centre



Loading Ramp off of Prince Edward Island Cres.



Booth Teardown

Teardown is 6PM - 11PM on October 17th. Vendors are **NOT** allowed to start tearing down before 6pm and the building has been cleared of the general public.

PLEASE NOTE: Any exhibits / stand material remaining after 11pm will be removed by the event organizers and storage / removal fees will be passed on to the exhibitor. If you are constructing the stand please ensure all construction materials are removed before leaving the venue. Costs will be incurred for removing abandoned materials. If you require additional time to break down your exhibit please speak to the Expo Director prior to the start of the Expo.

Emergency Procedures

The Better Living Centre buildings are equipped with sophisticated fire protection equipment, including automatic detection, fire alarm and voice communication. Upon arrival, you should familiarize yourself with the building and the location of the nearest exit, manual pull station, fire hose, and fire extinguisher.

If there is an outbreak of a fire, activate the nearest fire alarm. Fire extinguishing, control or confinement is primarily the responsibility of the Toronto Fire Department. The production of toxic fumes in building makes fire fighting potentially dangerous, particularly if a large amount of smoke is being generated.

“Only after ensuring that the alarm has been raised and the Toronto Fire Department has been notified, a small fire can be extinguished by experienced person(s) familiar with extinguisher operation. If it cannot be easily extinguished, leave the area and [if possible] confine the fire by closing the door”

Accessibility

The Better Living Centre is a fully accessible facility.

To ensure that the expo is easy to navigate for those using accessible devices, we ask that any booth participants are forced to maneuver through maintain a clearance of 2' 7" at any given point (for example, if you have displays with product on them, they be this distance away from the booth walls to allow people to easily move around them).

APPENDIX

1.Prohibited Materials and Materials That Require Flame Retardancy Treatment Material

Prohibited

- Acetate fabrics
- “No-seam” paper
- Foamcore

Prohibited unless flame retardant treatment applied at factory

- Corrugated paper box board

Prohibited unless glued securely to suitable backing

- Paper backedfoil

Must be treated with a flame retardant coating

- Drapes, curtains, drops, hanging, etc.
- Decorative fabrics
- Christmas trees, cut branches
- Dried Flowers, artificial flowers
- Motion picture screens
- Paper (Note: cardboard or compressed paperboard less than 1/8” thick is considered paper.)
- Ruscus
- Split wood
- Bamboo fibres
- Textiles
- Styrofoam
- Gatorboard

Must be pasted securely to wall or wallboard backing

- Wallpaper

Require approval from the Better Living Centre

- Plastics

Contact Us

Brenden Williams | Expo Director

TCS Toronto Waterfront Marathon

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www.torontowaterfrontmarathon.com

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