



## **EXHIBITOR MANUAL**

### **NATIONAL BUYER/SELLER FORUM 2010**

#### **The Maturing of the Oil Sands Matching Supply Chain Strategy to the New Economic Reality**

**March 23 – 25, 2010**

#### **IMPORTANT!**

**Please review the contents of this manual carefully and be sure to pass along necessary information to those individuals setting up and staffing your exhibit**

**NATIONAL BUYER/SELLER FORUM 2009  
MARCH 23 – 25, 2010**

**SHOW LOCATION:** **SHAW CONFERENCE CENTRE**  
9797 JASPER AVENUE, EDMONTON, ALBERTA

**SHOW TIMES:**

<b>Tuesday, March 23, 2010</b>	4:00pm – 6:00pm
<b>Wednesday, March 24, 2010</b>	7:00am – 8:00am 10:15am – 10:30am 1:30pm – 6:00pm
<b>Thursday, March 25, 2010</b>	7:00am – 8:00am 10:00am – 10:30am 1:30pm – 4:00pm

**MOVE-IN DATE:** **Tuesday, March 23, 2010** 9:00am – 3:00pm

**MOVE-OUT DATE:** **Thursday, March 25, 2010** 4:15pm – 8:00pm

**KEY CONTACTS:** **SHOWCASE Co-ordinator**  
**Cheryl Renzenbrink, CMP**  
**PIVOTAL EVENTS LTD**  
Edmonton, Alberta  
**Phone:** 780 - 909-4006  
**Fax:** 780 – 454-3974  
**E-mail:** cheryl@pivotalevents.ca

**CRITICAL DATES**

March 1, 2010	Payment of Balance on Exhibit Space Rental to be received by the Show office
March 1, 2010	Hotel Reservations "Special Rate" guaranteed until this date, after this date this rate is subject to availability
March 1, 2010	Order forms for any additional Audio Visual requirement to be sent to Sharp's Audio-Visual
March 9, 2010	All Service order forms for Goodkey Show Services to be received (see order form package)
March 12, 2010	Early bird pricing ends for ordering Lead Retrieval System from CONEXSYS The link to order online is <a href="http://www.conexsys.ca/scanner">http://www.conexsys.ca/scanner</a> The event code is NBSF10
March 13, 2010	Deadline date for Advance pricing with Showtech Power & Lighting

## OFFICIAL SHOW CONTRACTORS

**Janitorial, Forklift, Drayage and Material Handling, Telephone Services, Signage Requirements, Rental of Display Furnishings, Furniture and Exhibit Accessories, Show Cards, Labour Services and Advanced Receiving Order Forms**

### **EXHIBIT SPACE RENTAL INCLUDES:**

- 1 – 10' x 10' charcoal carpet / booth
- 8' high back wall draped (red, white, white, red)
- 3' high sidewall drape (white)
- 1-6' skirted table/booth (grey)
- 2 folding chairs

**For any additional equipment or services please return all order forms to the Appropriate Contractor**

### **GOODKEY SHOW SERVICES**

**Calvin Goodkey**

Phone: 780-426-2211, Phone: 1-877-726-2211, Fax: 780-426-5734

E-mail: [calvin@goodkey.com](mailto:calvin@goodkey.com)

### **Electrical and Lighting**

### **SHOWTECH POWER AND LIGHTING**

**Darryn Sulz**

**Trina Fyculak**

Phone: 780-429-1162, Fax: 780-424-4715

E-mail: [dsulz@showtech.ca](mailto:dsulz@showtech.ca)

### **Internet Services & Audio Visual Equipment**

### **SHARP'S AUDIO VISUAL**

**Nicole Robson**

Phone: 780-917-7667

Fax: 780-425-6385

E-mail: [scc@sharpsav.com](mailto:scc@sharpsav.com)

### **Lead Retrieval System**

### **CONEXSYS**

**Barry Cassidy**

Phone: 403-254-0695

Fax: 403-254-0472

Toll Free: 888-400-9499

E-mail: [barry@conexsys.ca](mailto:barry@conexsys.ca)

The link to order online is  
<http://www.conexsys.ca/scanner>  
The event code is NBSF10

## **Where to stay?**

Receive special Buyer/Seller rates when staying with one of our hotel partners. Our preferred hotels are all within comfortable walking distance of the Shaw Conference Centre. Rates are guaranteed until March 1, 2010, pending space availability.

### **Sutton Place Hotel**

Rates starting at \$132.00/Night

Toll-free 1-866-378-8866 or

Email: [res\\_edmonton@suttonplace.com](mailto:res_edmonton@suttonplace.com)

Must identify as booking with "**2010 National Buyers Sellers Forum**"

### **Courtyard by Marriott Edmonton Downtown**

Rates starting at \$169.00/Night

Phone: 780-423-9999 or Toll-free 1-866-441-7591

Must identify as booking with "**National Buyers Sellers Forum or Canadian Manufacturers & Exporters (CME)**"

### **Fairmont Hotel Macdonald**

Rates starting at \$179.00/Night

Phone: 780-424-5181 or Toll-free 1-800-441-1414 or

Email: [mac.reservations@fairmont.com](mailto:mac.reservations@fairmont.com)

Must identify as booking with "**National Buyers Sellers Forum 2010 or Reservation NBSF0310**"

### **Coast Edmonton Plaza**

Rates starting at \$99.00/Night

Phone: 780-423-7540 or Toll-free 1-800-636-1144

Must identify as booking with "**National Buyer/Seller Forum**"

### **Crowne Plaza Chateau Lacombe**

Rates starting at \$121.00/Night

Phone: 780-428-6611 or Toll-free 1-800-661-8801

Email: [reservations@chateaulacombe.com](mailto:reservations@chateaulacombe.com)

Must identify as booking with "**National Buyer/Seller Forum c/o Canadian Manufacturers & Exporters**"

### **The Westin Edmonton**

Rates starting at \$169.00/Night

Phone: 780-426-3636 or Toll-free 1-800-937-8461

Must identify yourselves as booking with "**Cdn Manufacturers and Exporters National Buyer/Seller Forum**"

## Flying to Edmonton?

The National Buyer/Seller Forum is proud to have **WestJet** as our exclusive airline partner. Get preferred Buyer/Seller fares when booking with WestJet.

Preferred fares are available for travel between March 20-28, 2010.

Quote booking code: CC4751 when making your reservation.

Visit [www.westjet.com](http://www.westjet.com) for flight schedules from across Canada, then call the WestJet Reservations on 1-888-493-7853 or email [conventions@westjet.com](mailto:conventions@westjet.com) to book your ticket today.

## NBSF 2010 – PROGRAM

### Pre Forum Workshop and Opening Evening – Tuesday, March 23, 2010

10:00 am	Exhibitor Registration Commences
12:30 pm to 4:30pm	Pre-Forum Workshop: Understanding the Oil and Gas Supply Chain - Steve Melnyk, Michigan State University <b>* Pre-Forum workshop is not included in the cost of your Forum registration</b>
1:30 pm	General Registration Commences
5:00 pm	Networking Reception in Business Development Showcase
6:15 pm – 9:00pm	Welcome Dinner

### Day One – Wednesday, March 24, 2010

7:15 am	Registration & Breakfast
7:45 am	Welcome to Day 1
8:00 am	Morning Keynote – Jayson Myers, President & CEO, Canadian Manufacturers and Exporters
8:30 am	The Oil Sands Developers Group – Don Thompson, Chairman
9:00 am	InSitu Project Owners: ConocoPhillips Canada Cenovus – Ian Young, Vice President, New Resource Plays
10:15 am	Networking Break and NBSF Showcase
10:30 am	Exel – Ed Smith, Senior Director, Customer Relations
11:00 am	FT Services – Andy Macintosh, President and CEO
11:30 am	Enhance Energy Inc. – Susan Cole, President
12:00pm	Lunch
12:30 pm	Luncheon Keynote – Peter Tertzakian – Economist and Author
1:30 pm to 4:00 pm	Value-added Seminars - TBA
1:30 pm to 6:00 pm	NBSF Business Development Showcase
4:30 pm to 6:00 pm	NBSF Business Development Showcase – Networking Reception

### Day Two – Thursday, March 25, 2010

7:15 am	Registration & Breakfast
7:45 am	Welcome to Day 2
8:00 am	Mining Project Owners:

	Suncor Energy Services – Andrew Stephens, VP Supply Chain Syncrude
9:00 am	Bantrel Co. – Tim Maitland, Manager of Procurement and Quality
9:30 am	Economics of the Oil Sands: RBC Capital Markets – Kent Ferguson, Corporate Finance
10:00am	Networking Break and NBSF Showcase
10:30 am	Innovative Strategies in Challenging Economic Times: Waiward Steel Fabricators Ltd. – Don Oborowsky, President Lockerbie and Hole
11:30 am	GE Canada
12:30 pm	Luncheon Keynote – Bill Gallagher, President - Athabasca Oil Sands Corporation
1:30 pm to 3:00 pm	Panel Discussion - TBA
1:30 pm to 4:00 pm	NBSF Business Development Showcase

**\* IMPORTANT NEW IN 2010 \***

**Please note that there will not be one-on-ones at this year's NBSF. Instead this year we are introducing LINKED-IN.**

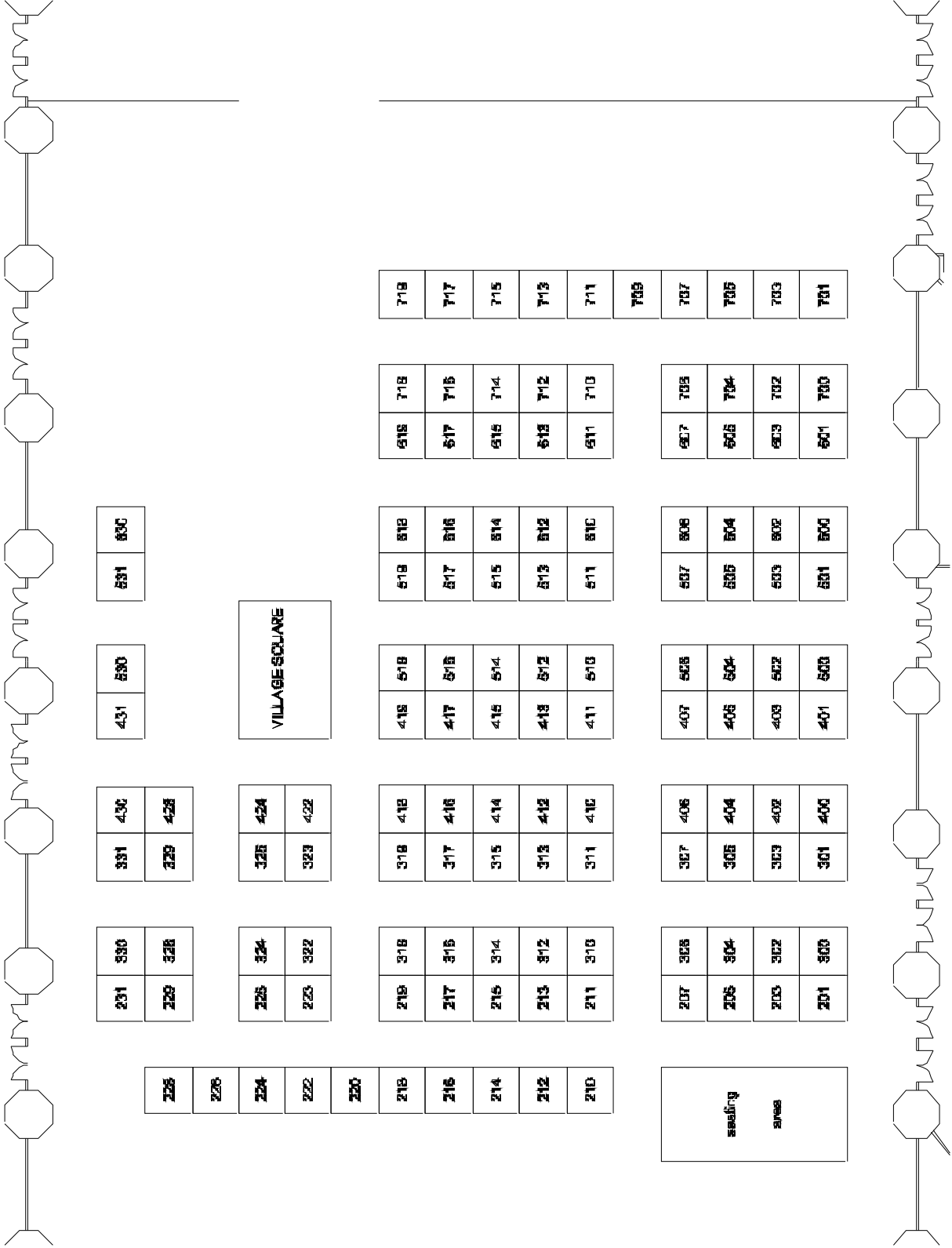
Replacing the One-on-One's this year is a new online forum for delegate networking through LinkedIn.

This online, NBSF 2010 Forum will allow you to connect with fellow professionals from Alberta's Heavy Oil and Oil Sands industry attending the Forum, communicate with them if desired and set up meetings on-site at the forum, all under your control!

Especially for exhibitors is an online Showcase within the NBSF group for you to begin your experience before the Forum begins. Tell key procurement and business development decision-makers what your company has to offer, let them know where to find you in the Showcase on-site and begin the dialogue on how to become a preferred seller before you even set foot on the Showcase floor!

[LinkedIn](#) is an interconnected network of experienced professionals from around the world, representing 170 industries and 200 countries. You can find, be introduced to, and collaborate with qualified professionals that you need to work with to accomplish your goals.

If you have any questions about this new feature, please contact Cressida at 780.444.3929 or [cressida@pivotalevents.ca](mailto:cressida@pivotalevents.ca)



**EXHIBITOR CHECKLIST**

**HAVE YOU:**

\_\_\_\_\_  
\_\_\_\_\_

**Reserved Hotel Accommodation?  
Arranged for special services for your booth?**

- \_\_\_\_\_ Furniture Requirements
- \_\_\_\_\_ Electrical Requirements
- \_\_\_\_\_ Insurance
- \_\_\_\_\_ Booth Identification Signs
- \_\_\_\_\_ Storage Slips
- \_\_\_\_\_ Shipping Slips/Advance Shipping
- \_\_\_\_\_ Booth Cleaning
- \_\_\_\_\_ Telephone
- \_\_\_\_\_ Fire Extinguishers

\_\_\_\_\_

**Prepared for promotion of your Show participation through your**

- \_\_\_\_\_ Sales Representative
- \_\_\_\_\_ Direct Mail
- \_\_\_\_\_ Trade Magazine
- \_\_\_\_\_ Promotional Items (Trinkets and Trash)
- \_\_\_\_\_ List 2010 National Buyer/Seller Forum information on your website

\_\_\_\_\_

**Notified your transport company for delivery of your goods to the Shaw Conference Centre or Goodkey Show Services for advance receiving services**

Name of Carrier: \_\_\_\_\_

Address: \_\_\_\_\_

Contact: \_\_\_\_\_

Telephone: \_\_\_\_\_

**Arrival at Show Location:                      Date: \_\_\_\_\_ Time: \_\_\_\_\_**

**Pick-up from Show Location:                      Date: \_\_\_\_\_ Time: \_\_\_\_\_**

\_\_\_\_\_

**Arranged for supervisory personnel to conduct set-up of your booth display:**

Name: \_\_\_\_\_

Arrival Time: \_\_\_\_\_ Date: \_\_\_\_\_

## **ADVANCE MATERIAL HANDLING**

For those Exhibitors that would like to ship their goods directly to Goodkey Show Services Ltd, please fill out their Material Handling Form and return the form to them. (*See order form package online at NBSF website*)

## **ATTENDANCE/ADMISSION BY REGISTRATION**

Admission is restricted to Registered Forum Delegates and those holding Showcase passes only.

## **BOOTH SIGNS**

It is the responsibility of each Exhibiting Company to provide their own quality booth identification signs. **Company Booth Signs** can be ordered through **Goodkey Show Services**.

NBSF will supply the Industry Sector signage for each booth. (Provided you selected your sectors when registering online).

## **BOOTH RESTRICTIONS**

As a courtesy to your fellow exhibitors, the sides of your display **must not** exceed **3 feet in height**. **Anyone not adhering to this request will be asked to dismantle their booth.**

## **CARPETING**

The Showcase is carpeted throughout. If you wish to order an alternative carpet, please complete the attached form.

## **DATES OF SHOW AND HOURS**

**Tuesday, March 23, 2010:** 4:00pm – 6:00pm

**Wednesday, March 24, 2010:** 7:00am – 8:00am, 10:15am – 10:30am and 1:30pm – 6:00pm

**Thursday, March 25, 2010:** 7:00am – 8:00am, 10:00am – 10:30am and 1:30pm – 4:00pm

## **ELECTRICAL SERVICES**

Auxiliary power is available through **SHOWTECH Power and Lighting**. Anyone requiring extra electrical services **must** fill out the request form (*See order form package online at NBSF website*).

## **EXHIBITOR'S ADMISSION**

To order a booth in the Showcase, at least one Full Delegate Registration must be purchased per booth.

Additional persons working the booth must also have Full Delegate Registration.

Badges will be available for pick-up at Exhibitor pre-registration, on Move-In day, Tuesday, March 23, 2010 and on Show Days, March 24 and March 25, 2010.

Persons who are present only to assist Exhibitor's during Move-In and Move-Out hours must have a Pass to access the Showcase Floor. Passes are available at the Registration Desk.

## **FIRE REGULATIONS**

Exhibitors are responsible for obtaining their own fire or other insurance. If the Exhibitor uses any type of fuel such as gas, oil or propane in its exhibit, the Exhibitor shall contact the City of Edmonton Fire Rescue Services, at (780) 496-3850 to discuss all matters pertaining to the installation of such equipment. The City of Edmonton Fire Rescue Services prohibits the use of the following materials within your exhibit:

- Acetate fabrics
- Corrugated paper box board
- No seam paper
- Paper backed foil unless glued securely to suitable backing

The following materials shall be flameproof if used for display or decorative purposes:

- All cloth materials
- Flowers - artificial
- Foliage - artificial
- Paper - cardboards or compress paperboard less than 1/8" thick is considered to be paper
- Plastic material
- Split wood and bamboo fibres
- Styrofoam
- Textiles, straw, grass, hay, wood chips, shavings.

Flammable liquids or gases shall not be stored inside the building.

## **INSURANCE**

As an Exhibitor in this, or any, trade or consumer show, your company should have coverage for special events and trade shows. The NBSF will take reasonable precautions to prevent losses and protect the interests of exhibitors, but under no circumstances will it be liable for such losses. Neither NBSF nor the owners of the building will be held responsible for personal injuries, losses or damage to products, stands, equipment, and decorations, resulting from fire, accident, theft or other, while in the building.

## **JANITORIAL SERVICES AND GARBAGE**

Janitorial service is provided for **aisles only**. At closing time each night, exhibitors are asked to place refuse and garbage in the aisles. It will be picked up prior to the next day opening, but if put out in the morning; it will remain until the sweeper is able to remove it. In-booth maintenance and cleaning services can also be arranged with Goodkey Show Services at your cost.

- ***Note: Your booth will be vacuumed on move-in day after set-up only.***

## **MOVE-IN, MOVE-OUT**

**Note: Only Registered Company Personnel and persons with Showcase Move-In/Move-Out Passes will be admitted to the Shaw Conference Centre during the Move-In/Move-Out Period. ALL EXHIBITS ARE TO BE COMPLETELY SET UP BY 3:00 PM ON OPENING DAY, TUESDAY, MARCH 23, 2010. NO DISMANTLING OF THE EXHIBIT OR PACKING OF GOODS MAY BE DONE PRIOR TO 4:15 PM ON CLOSING DAY, THURSDAY, MARCH 25, 2010.**

**Move-In Hours:** Tuesday, March 23, 2010 9:00am – 3:00pm

**Move-Out Hours:** Thursday, March 25, 2010 4:15pm – 8:00pm

**Loading Docks:** The Loading dock is located on the south side of Shaw Conference Centre.

**No crates, dollies or other material handling equipment will be allowed on the floor until 4:15pm.**

## **Material Handling**

Goodkey Show Services have been contracted by NBSF to provide professional material handling during the move-in and move-out. These services are available by completing the Material Handling Order Form. *(See order form package online at NBSF website)*

Forklifts and labourers are also available to move your display material from the loading docks to your booth by Goodkey Show Services at your cost.

Exhibitors are responsible for arranging carriers to pick up their material(s) from the display floor on move-out. Any left over articles after the show will be stored in Goodkey Show Services warehouse for 10 days and charged at current daily rates.

## **UNPACKING**

During the move-in, Exhibitors should unpack crates within their own booth areas and keep aisles clear for the benefit of all.

## **NON-EXHIBITOR SOLICITING**

It does happen. If you, as an Exhibitor, are approached or observe anyone soliciting on the floor who is not an Exhibitor, please notify the Showcase Co-ordinator immediately. This practice is not allowed.

## **PAYMENT OF ACCOUNT**

Full and final payment for exhibit space must be made before move-in commences. The Showcase Co-ordinator will refuse entry to any Exhibitor whose account has not been paid.

## **RELEASE SLIPS/SHIPPING LABELS**

Goodkey Show Services can assist you in this area. **Every company is asked to complete a Bill of Lading for every shipment even if their own vehicle/truck is picking up the merchandise.**

## **SALES AND SALES PROMOTION ACTIVITY**

Exhibitors must restrict their sales and sales promotion activities to the confines of their exhibit booth(s) and such activities must not interfere with or offend any other Exhibitor or Visitor.

Failure or refusal, by an offending Exhibitor, to respond to a request made by the Showcase Co-ordinator in this regard, will make the Exhibitor and Exhibit liable for removal from the show.

## **SECURITY**

Security will be provided for the Showcase area from 9:00am on, Tuesday March 23, 2010 until 8:00pm, Thursday March 25, 2010. Items left on site are at the Exhibitor's risk.

We ask that you use common sense when leaving your booth space unattended. The organizer **does not** assume any responsibility for losses incurred from pilferage or any other causes. Exhibitors should take all possible precautions to protect their own property and should have appropriate insurance as set out under "Insurance" in this Exhibitor Manual. Small items such as laptop computers and cellular phones should **never** be left unattended.

## **SHOWCASE Co-Ordinator**

Pivotal Events Ltd, is the official Showcase Co-ordinator and will have staff at the Registration Desk.

## **SMOKING**

In accordance with the City of Edmonton By-Laws, the Shaw Conference Centre is designated a non-smoking building.

***THANK YOU  
FOR EXHIBITING AT THE  
2010 NATIONAL BUYER/SELLER FORUM***