

**Toronto EXPO**  
**Thursday, April 9<sup>th</sup>**  
**TORONTO CONGRESS CENTRE-New Venue**  
**SOUTH BUILDING – COHEN BALLROOM**  
**650 DIXON RD. TORONTO, ON M9W 1J1**

Thank you for participating in the Toronto Expo Program. As the main contact, you are receiving this email. If you will not be attending the expo, please forward this email to your company's representative who will be attending.

**Know Before You Go:**

**Location:** South Building -Cohen Ballroom

**Exhibitor Setup Time-:** **Wednesday, April 8<sup>th</sup>**

Click here for [Wednesday Parking ONLY](#) Please drive to the South Building to use Hall C Drive in Door #29 – located on the east side of the building.

**Preferred Partners Set Up (Suppliers Signed up for All expos) ...3:00 PM–5:00 PM**

**(All Others) Exhibitor Set Up .....3:15 PM–5:00 PM**

**Expo Day Schedule – Thurs., April 9<sup>th</sup> - Thursday Parking ONLY** (West side of Building)

**Set Up.....7:00 AM – 11:00 AM**

**Seminar Sessions.....8:00 AM-12:45 PM**

**Suppliers Lunch/ Meeting.....11:30 AM-12:00 PM**

**New Expo Hours ..... 12:00 PM-4:00 PM**

**Sweet Treats and MORE..... 2:30 PM- 4:00 PM**

**Expo Ends.....4:00 PM**

**Exhibit Move- Out — Thurs., April 9<sup>th</sup>**

**Exhibitor Breakdown.....4:00 PM-5:30 PM (no exceptions)**

## General Information:

### Rep Firm Form:

- This form should be used for any 2026 ADI Expos where a rep firm will be utilized. Please fill out the Rep Firm Form [HERE](#) and send it back to the ADI Expo department at least two weeks before the expo date. Rep firms representing two or more suppliers at an expo will have pre-assigned tables reserved together by the on-site expo coordinator, regardless of whether a supplier is a Preferred Partner or not.

### Exhibitor Badge Registration:

- All suppliers and rep firms MUST register for the Toronto Expo using this [Exhibitor Badge link](#). Do not use general registration links. Remember to select "Exhibitor" and not "Team Member." Badges can be picked up at the designated exhibitor table near the registration area.

### **Setup Guidelines: Table Signage & Product Display**

- Displays must fit on the provided six-foot table and may NOT be placed on the floor.
- Signage specs for a 6' table should not be any larger than 60"x36"
  - You should not exceed 48" in height to comply with regulations.
- Power will be provided for exhibitor tables.
- No signs, banners or other materials may be hung on the walls.
- Tabletop signage may only reflect authorized ADI supplier, and said supplier must be registered for the ADI Expo.
- Rep firm signage is not permitted at any time, unless approved in advance.
- Products NOT distributed by ADI are prohibited.
- Only one (1) manufacturer per tabletop.
- Tables will only be pre-assigned for rep firms covering two or more supplier tables.
- Table selection is on a first-come, first-served basis.

**Supplier Expo Profiles & Expo App:** We're excited to roll out the new ADI Expo app, powered by Guidebook — making it easier for attendees to find and connect with your company at the expos.

- Main contact will receive a separate email invite from [guidebot@guidebook.com](mailto:guidebot@guidebook.com) (our third party hosting app company) anywhere from 2-3 days after receiving the setup and general information communication email.
- **Important:** Please read the instructions and complete your company profiles. You only need to do this once, and your information will carry over to all future expos you are enrolled in

## Friendly Reminders

- All setup, shipping, and general expo information is sent 3–4 weeks before each expo.
  - Please forward this information to your rep firms if they are representing you at the Toronto Expo.
  - Watch for the Guidebook email so you can complete your profiles.
  - Exhibitors (Suppliers) must check in at the registration area to pick up their color-coded cards for table selection.
  - Suppliers representing two or more tables qualify for pre-assigned tables. Please check in with the on-site event contact to receive your cards.
  - Suppliers offering discounts will receive a counter card informing attendees of your promotion.
  - Expo doors close at 4:00 PM. Please wait until after 4:00 PM to begin packing up your tables.
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## Ways to Gather Leads at the Expo

- Engage with attendees at your display tables and during seminars by offering:
  - Prize giveaways
  - Contests
  - Creative engagement activities

*You are encouraged to be creative with your display, but it must fit within your table and a 6' x 6' footprint.*
- Use QR codes on attendee badges:

The free Orca Scan app (available in the Apple App Store and Google Play) allows you or your reps to scan badge QR codes and capture leads, which can then be exported to Excel.

How-to guide: <https://orcascan.com/guides/how-to-use-the-orca-scan-mobile-app-76ecf6ed>
- Complete your Guidebook profiles to improve visibility and attendee engagement.

## SHIPPING INSTRUCTIONS for Toronto Expo:

### Inbound shipping:

- **Lange is the Advance Warehouse.** Click here for [Shipping details and forms](#). Packages can be received from March 17<sup>th</sup> - April 7<sup>th</sup>.
- Please make sure you have your tracking information as we cannot locate lost packages without the tracking information.
- If a pallet/skid is to be delivered to Lange Warehouse, please inform your delivery company that a lift gate and pallet jack will be required.
- Unlabeled or mislabeled packages may result in the delivery being rejected and returned to sender.
- **Shipping and Handling Information**  
**The Toronto Congress Centre will not allow packages to arrive prior to expo. All packages must be sent to Lange, the Advance Warehouse.**

**NOTE:** If you plan to hand-carry your materials into the convention center, you will still need to enter through the loading dock area. Please follow the Wednesday-only parking instructions provided above.

### Outbound shipping:

**Please follow these instructions for all outgoing packages:**

- All UPS, FedEx, and Misc. Couriers must be scheduled for pick up from **Lange Advance Warehouse**, pick-ups can be arranged for **Friday, April 10<sup>th</sup>**.
- Packages should be labeled properly for return.
- If you plan to schedule a courier for your items on the day of the expo, (April 9<sup>th</sup> ) all pickups must be completed by no later than 5:30 p.m. — no exceptions. Any items not collected by that time will be sent to the Lange Advance Warehouse, and you will need to arrange pickup directly from Lange.
- Please have the appropriate number of pre-labeled air bills and pre-printed labels for outbound shipments.
- All outbound items should be packaged, labeled, and left in the center of the **Cohen Ballroom**.
- Please bring packing supplies if you need tape and other materials to ship out materials.