



Updated as of: April 29, 2015

## Dear SWIFT 2015 Exhibitors:

Thank you for your interest in SWIFT 2015. This year's conference will be held at the Hyatt Montreal with the SWIFT Tradeshow to be held in the adjoining Complexe Desjardins – a unique and interesting venue in the heart of downtown Montreal, Quebec, Canada.

The following information contains important details for the 2015 Conference and specifically the Tradeshow. Additional information including agenda, tradeshow floor plan listing registered exhibitors, hotel reservation process and more, can be viewed at [www.swiftconference.org](http://www.swiftconference.org)

## Conference and Tradeshow Dates

The SWIFT 2015 conference runs from **Monday, September 14 through Thursday, September 17, 2015**. Please note that this is **NOT** an 'Equipment Year' - this occurs only once every 3 years with the next one scheduled for 2017 in Halifax, Nova Scotia, Canada.

The Tradeshow portion is a one-day only format being held on **Wednesday, September 16, 2015**. The Tradeshow will be held at Complexe Desjardins, which is directly connected to the conference hotel. Please note that all exhibitor passes are full conference passes. As always we encourage all exhibitors to attend the complete conference.

## Tradeshow Set-up & Tear-down

Exhibitors should plan to ship their booth materials, or bring them along with you.

Please note that no security is provided at the Tradeshow location other than from approx **10:30 am to 2:30 pm EST on Wednesday September 16, 2015**. Exhibitors shall be responsible for the custody and care of their own equipment.

There will be access to food, washrooms and beverages in the food court directly adjacent to the trade show. Exhibitors are instructed to bring their own staff, equipment and supplies for all set up work. The Airport or conference volunteers are unable to provide assistance in this regard.

The construction of booth spaces through Décor Exports Expo (DEE), including the assembly of rails, backdrop, curtains & perimeter draping will all take place through the evening of **Tuesday September 15, 2015, from 6:00 pm to 9:00 pm EST**. Additionally, tables, chairs, power outlets plus anything your company may have rented individually from DEE will also be delivered during this period.

Exhibitors will be permitted to set up their booths from **6:00 am to 9:00 am EST on Wednesday September 16, 2015**. Set up must be completed by 9:00 am EST in order for the show to begin on time.

Tear down commences immediately once the Tradeshow has ended on **Wednesday, September 16, around 4:30 EST pm**, following the completion of the grand prize draws and Exhibitor meeting. Please do not strike your booth prior to 4:30 pm EST.

## Registration

Registration and pricing is available online at the following link:

<https://www.swiftconference.org/ehome/swift2015/ExhibitorRegistration/?&>

The official final day of registration is **Wednesday, September 2, 2015**; however in each of the last two years, SWIFT has completely sold out of all space before the end of July, so to avoid disappointment, please register early.

You may request your space requirements at time of registration by choosing either an 8' x 8' space(s) or an 8' x 10' space(s). Often, other exhibitors are simultaneously registering so the space is assigned on a first come first serve basis, balanced with the need to maximize the use of space in the exhibition area for all. Please do not consider your assigned space & booth # as 'final' until confirmed by the exhibitor coordinator.

## SWIFT Non equipment year 'Equipment Rule'

In fairness to all exhibitors, we respectfully advise that no equipment larger than your purchased display area is permitted anywhere at the conference or show (including back at the hotel, in the hotel parking lot area or elsewhere). Should this occur, the exhibitor will be asked to remove the equipment immediately. Exhibitors who violate this policy may be refused admittance to future SWIFT conferences.

## Booth Set-Up and Layout

The floor plan layout is updated in real time on the SWIFT website at the following link:  
<https://www.swiftconference.org/ehome/swift2015/FloorPlan/?&>

When you arrive to set up for the show, exhibitors will find their designated booth area marked off and numbered according to the floor plan layout. In addition, each exhibitor will be provided the following complimentary items with their booth registration:

1. All booths will have beige walls at the back and 40" high sidewalls, where appropriate, to divide booth areas.
2. One (1) x 6' skirted table (black skirt with white top)
3. Two (2) chairs
4. One (1) 15A electrical outlet (Please NOTE – vendors to provide their own extension cords and power bars unless otherwise arranged with DEE)

For any additional booth requirements (i.e. backdrop rentals, lighting, carpeting, A/V, etc.), please contact DEE (contact info on final page). Please note that any additional charges must be negotiated and paid directly to DEE by the exhibitor. The DEE rental form is located at [www.swiftconference.org](http://www.swiftconference.org) under the Exhibitor section.

## Program

Please refer to the SWIFT website

<https://www.swiftconference.org/ehome/swift2015/program/?&> for updates. An abbreviated look at the schedule as it pertains to Exhibitors is as follows:

Date	Time	Description	Location
Mon Sept 14	6:30 – 8:30 pm	Registration and Welcome Reception	Grand Salon Foyer
Tue Sept 15	12:30 – 1:00 pm	Exhibitor briefing and lunch	Soprano A
	6:00 – 9:00 pm	DEE sets up booth/exhibit space at Complexe Desjardins – EXHIBITOR SET UP NOT ALLOWED	Complexe
Wed Sept 16	6:00 – 9:00 am	Exhibitor Set up	Complexe
	9:00 – 12:00 pm	Tradeshow	Complexe
	12:00 – 2:15 pm	Lunch & Exhibitor Introductions	Grand Salon Level 4
	2:15 – 4:00 pm	Tradeshow	Complexe
	4:00 – 4:15 pm	Grand Prize draws	Complexe
	4:30 pm	Booth Teardown	Complexe

## Exhibitor Introductions

As in years past, each exhibitor is allotted time for a brief introduction in front of the delegates to introduce their company and their products or services. This year, the exhibitors have been given two hours to present these introductions on **Wednesday, September 16, from 12:00 to 2:15 pm EST**, in the Hyatt Grand Salon (Level 4)

To accommodate up to a maximum of 60 exhibitors, each will be allowed to provide a 90 second presentation, followed by 30 seconds allowance to pull a draw prize winner and switch presenters. Verbal presentations are acceptable, however, if you wish to make a short audio-visual presentation, we ask that it be prepared using MS

PowerPoint and that you bring a copy of your presentation on USB memory stick to the registration desk between **7:30 and 9:00 am EST on Wednesday September 16, 2015**, so that we can load it onto one laptop with all the other presentations ahead of time. Pre-recorded videos are recommended to minimize the risk of audio visual challenges.

To minimize confusion on site, please label your presentation exactly as follows:

- BOOTH NUMBER, UNDERSCORE, COMPANY NAME
- Example: 16\_ABCCompanyName

Please bring and retain a second copy as contingency.

All attendees will be provided a boxed lunch to make this time as efficient as possible. Please come prepared as this time will be short and we hope to keep the program flowing smoothly.

## Exhibitor Prizes

In keeping with the successful format that we have established, all exhibitors that choose to give a short presentation must provide a draw prize to be given away immediately following your exhibitor presentation (exception for Grand Prizes). To maximize efficiency, delegates will drop pre-assigned tickets in a draw box as they enter the presentation area so to ascertain their attendance. Typical prizes in the past have included power tools, clothing, hats, golf balls, electronics and more.

Prizes will NOT be distributed during the presentation. Instead, the exhibitor making his/her presentation will draw a name and then the presence of the winner in the room will be confirmed or else another draw will be made. You will then invite the winner to your booth at the Tradeshow. Exhibitors and spouses are NOT eligible to win.

Any prizes valued at greater than \$1,000 CAD are considered Grand Prizes and will be publicized as such. To entice delegates to stay at the show until the end of the day, Grand Prize draws will be held Wednesday afternoon at 4:00 pm in the exhibition area and delegates must be present to win. If you plan to donate a Grand Prize, please let us know as soon as possible so that we can post this on the conference website.

## Exhibitor Meetings

There will be an exhibitor meeting on **Tuesday September 15<sup>th</sup>, at 12:30 pm EST** in Soprano A (Level 4) of the Hyatt hotel. This will be a brief meeting for all exhibitors to quickly review the agenda, any changes and last minute updates to the Tradeshow format and logistics. We also look forward to your comments and suggestions at this meeting regarding logistics for the upcoming day and half.

Lunch will be served at this meeting. Please limit attendance to one exhibitor per company.

In addition, we will also have a brief exhibitor meeting immediately following the Tradeshow to capitalize on any feedback from the day while it is fresh in our minds, as well as covering off the logistics for tear down and move out.

## Sponsorship Opportunities

Please consider increasing your company's exposure by becoming a SWIFT 2015 sponsor. Sponsorship opportunities can be downloaded from our website at the following link: <https://www.swiftconference.org/ehome/swift2015/Opportunities/?&> , or contact Laurel Deplaedt at (403) 243-3220 or [info@swiftconference.org](mailto:info@swiftconference.org)

Sponsors already committed for 2015 can be viewed at <https://www.swiftconference.org/ehome/swift2015/262232/?&>  
Consider adding your logo and website link to this exclusive and supportive list.

The SWIFT 2015 Board of Directors thanks you for your commitment to sponsoring this year's conference. Without your assistance, this conference would not be possible.

## SWIFT Promotion

The SWIFT Board of Directors appreciates the enormous contribution that the collective exhibitor group makes to the success of SWIFT. This effort and support allows all of us attract a strong quantity and quality of delegates from which we all benefit.

As a result of this formula for success, we respectfully invite any and all exhibitors to consider helping us promote the conference to your airport clientele by adding a website link to [www.swiftconference.org](http://www.swiftconference.org) on your corporate website. If you would like to include the SWIFT logo, please email this request to [info@swiftconference.org](mailto:info@swiftconference.org)

Your consideration will go a long way to ensuring the success of this year's promotional effort for the ***World's Premier Airfield Conference***.

## Customs & Shipping

The 'ship-to' information for the Complexe Desjardins is as follows:

**SWIFT Conference 2015**  
**Attn: Frederic Moreau – Grand Palace**  
**Complexe Desjardins**  
**1251 rue Jeanne-Mance**  
**Montreal, Quebec, Canada**  
**H5B 1E9**

**[IMPORTANT – PLEASE PUT YOUR BOOTH # ON ALL SHIPPED MATERIAL](#)**

Anyone who requires shipping booth materials in advance of their arrival, and requires warehousing services is asked to please arrange advance shipping through the following contacts to ensure the best service:

Mendelssohn Commerce has been appointed the “**Official Customs and Transportation Provider**” for SWIFT 2015.

The Mendelssohn forms are located at [www.swiftconference.org](http://www.swiftconference.org), under the Exhibitor section.

For assistance please contact Phil Lopresti Tel: 514-987-2700 ext. 2126 Fax: 514-849-3446 email: [plopresti@mend.com](mailto:plopresti@mend.com).

Mendelssohn offers a variety of services to help you:

### **Customs and International Transportation Services**

- Simply complete the Order Form (“*Shipment information section*” for transportation quote) and Canada Customs Invoice.
- Fax or email your forms to my attention at [plopresti@mend.com](mailto:plopresti@mend.com) or fax to 514-849-3446.
- Upon receipt of these documents we will provide you with a round trip quotation.
- If you agree with the charges simply sign and send back to our office and we will proceed with the booking of your freight.
- An instruction sheet and Bill of Lading will be provided to you for your shipment the business day before your pick up.
- You will need to ensure your material is labeled with your booth number and name of the show.

### **Customs Services Only**

- Simply complete the Order Form and Canada Customs Invoice.
- Please ensure that you include the carrier you will be using and the tracking number when your shipment has been tendered.
- Fax or email your forms to my attention at [plopresti@mend.com](mailto:plopresti@mend.com) or fax to 514-849-3446.
- Upon receipt of these documents we will provide you with a round trip quotation for customs brokerage services.
- If you agree with the charges simply sign and send back to our office.

### **Domestic Transportation Services**

- Simply complete the Order Form
- Please ensure that you complete the “*Shipment information section*”.

This year’s Tradeshow has already been registered with Canada Border Services Agency. All exhibitors’ incoming shipments that will return to their origin immediately following the show may use the **Tariff Code 9993.00.00.00** for temporary importation.

## Additional Points of Interest

- (i) As a result of our on-going mission to maintain SWIFT as the **World's Premier Airfield Conference**, the SWIFT Board of Directors will be providing all 2015 exhibitors with a separate evaluation form in hopes of gaining your thoughts and comments toward making SWIFT the best it can be. Your consideration of providing feedback – both positive and constructive, will go help us ensure that we meet the needs of our respected exhibitor group.
- (ii) The SWIFT Board of Directors maintains an Exhibitor Committee to help guide and manage the planning and execution of all conference matters relating to the exhibitors. Donald Desrosiers (Aeroports de Montreal), and Al Dodd (Transport Canada – Port Hardy Airport) are our acting Committee members for 2015 and are available to any exhibitor with concerns related to the SWIFT Conference.
- (iii) Please note that this year's evening keynote dinner will be held on Thursday, September 17, 2015. Exhibitors are always welcome to stay until the end of the conference and take advantage of excellent networking opportunities with delegates. Please consider this when planning your travel schedules.
- (iv) Please mark your calendars now for SWIFT 2016. The 2016 Event will include a conference and tradeshow. SWIFT 2016 will be held in Minneapolis St. Paul, Minnesota, USA **September 19-22, 2016**. Please diarize your calendars and set your marketing budgets accordingly for what we expect to be another "first class" SWIFT trade show.

## Contact Information

The following information is listed here in an effort to provide a useful reference tool in making all of your conference and trade show planning arrangements:

**Hyatt Regency Hotel - Hyatt Regency Montreal** is the official hotel of SWIFT 2015.  
1255 Jeanne-Mance, Montreal, Quebec, Canada H5B 1E5 T: 514 982  
1234/[www.montreal.hyatt.com](http://www.montreal.hyatt.com)

Hotel Reservations -  
<https://www.swiftconference.org/ehome/swift2015/HotelReservations/?&>

**Conference Organizer – Registration & Payment, Sponsorship**  
Impact Events Ltd. - **Contact – Beth Thompson**  
2033 - 46 Avenue SW, Calgary, AB T2T 2S1 (Canada)  
403.968.9050  
[beth@impacteventsltd.ca](mailto:beth@impacteventsltd.ca)

**Trade Show Exhibition Company – Additional Trade Show Rental Items**

Mélissa Daneau

*Chargée de projets/Project Manager*

DécorExpertsExpo (DEE)

Office: 450-646-2251 ext.250

Cell: 514-923-1745

FAX: 450-646-6342

[melissa.daneau@dee-expo.com](mailto:melissa.daneau@dee-expo.com)

**Customs and Shipping services – Logistics Expertise**

Diane Labbé Deegan

Director of Sales & Marketing

Mendelssohn Logistics

Office: 514.987.2700 ext. 2123

Fax: 514-849-3446

[dlabbe@mend.com](mailto:dlabbe@mend.com)

[www.onesolution.ca](http://www.onesolution.ca)

Phil Lopresti

Tel: 514-987-2700 ext. 2126

Fax: 514-849-3446

email: [plopresti@mend.com](mailto:plopresti@mend.com).

**Complexe Desjardins – Show Location**

Natalie Gay

[natalie.gay@desjardinsdgi.com](mailto:natalie.gay@desjardinsdgi.com)

Opérations et Performance, Mouvement Desjardins

Téléphone : 514 281.1870 x 5162307

Cell : 514 213.7401

Télécopieur : 514 281.6642

Frederic Moreau

Special Events Coordinator

Cell : 514 808. 7580

[moreau@gopta.ca](mailto:moreau@gopta.ca)

**Exhibitor Coordinator – Booth Layout, Exhibitor Meeting, Exhibitor Presentation  
Schedule, Exhibitor Prizes, General Exhibitor Trade Show Questions**

Contact – Paul Cudmore

Office: 705-653-2956

Fax: 705-653-4732

Cell: 905-373-9549

[paulc@team-eagle.ca](mailto:paulc@team-eagle.ca)