

# FALL REGISTRATION SHOW 2019



2 Days!

Friday August 23 and  
Saturday August 24, 2019

**PICKERING TOWN CENTRE**  
Lower Level Centre Court

Children's Programs, Educational Services,  
Gymnastics, Dance, Hockey, Skating, Music,  
Martial Arts, Skiing & much more...

**Call to reserve today!**

**905-215-0419**

**Cara Baycroft**  
[cbaycroft@starmetrolandmedia.com](mailto:cbaycroft@starmetrolandmedia.com)



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## PICKERING TOWN CENTRE

Lower Level Centre Court

Children's Programs, Educational Services, Gymnastics, Dance, Hockey, Skating, Music & much more... Participation in this show includes a booth and an advertisement in a special section of the News Advertiser distributed to 54,400 homes and businesses. Included is an 8x10 draped booth with skirted table and 2 chairs. Deadline is Friday, August 16, 2019.

### PRICES

BOOTH + FULL PAGE AD \$2240 Full Colour  
10.375" x 11.5" + Sponsorship Privileges

BOOTH + 1/2 PAGE AD \$1340 Full Colour  
10.375" x 5.714"

BOOTH + 1/4 PAGE AD \$915 Full Colour  
5.145" x 5.714"

### SPONSORSHIP

Sponsorship Privileges include business logo in all pre-show advertising running in the News Advertiser and on the front cover of the show guide as well as a 1/2 page editorial in the show guide.

**Call Cara Baycroft to reserve today!**

**905-215-0419**





**Ajax/Pickering Fall Registration Show**  
**(Adult, Child & Youth Programs)**  
**REGISTRATION FORM**  
 Friday, August 23 and Saturday, August 24, 2019

Company Name:.....  
 Address: .....  
 Town:..... Postal Code:.....  
 Contact:..... Telephone:.....  
 Email Address: .....

**Check Appropriate Box**

- |  |                           |
|--|---------------------------|
| <input type="checkbox"/> (8' x 10') Booth + Full Page (10.375" x 11.5")    | <b>\$2240 Full Colour</b> |
| <input type="checkbox"/> (8' x 10') Booth + 1/2 Page ad (10.375" x 5.714") | <b>\$1340 Full Colour</b> |
| <input type="checkbox"/> (8' x 10') Booth + 1/4 Page ad (5.145" x 5.714")  | <b>\$915 Full Colour</b>  |

\* All those purchasing a full page colour automatically become show sponsors. Your company name will be featured on all promos.  
 \* Please provide pre-payment via credit card or make cheque payable to: The News Advertiser, 865 Farewell Street South, Oshawa, ON, L1H 6N8.

**Hydro Required: YES \_\_\_\_\_ NO \_\_\_\_\_**

**Are you using a backdrop?: YES \_\_\_\_\_ (If yes, see #4 below) NO \_\_\_\_\_**

**Set-Up and Takedown Schedule:**

1. Set-up will be available on Thursday, August 22nd from 9:30pm to 11pm. No set-up permitted Friday, August 23rd.
2. All booths must be fully set-up and operating during mall hours; Friday, August 23rd 9:30am - 9pm and Saturday, August 24th, 9:30am - 6pm.
3. Take down will be Saturday, August 24th at 6pm and not before.
4. Please make sure to note if your booth will be using a backdrop. The height restriction is 7 ft.

**NO EXCEPTIONS.**

**Please refer to the attached information sheet for temporary tenants rules of conduct for trade show participants. If you have any questions, please call 905-215-0419 Cara Baycroft or your Metroland Sales Representative.**

**NAME \_\_\_\_\_ SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_**





## IMPORTANT INFORMATION FOR ALL REGISTRATION SHOW PARTICIPANTS

Thank you for participating in our 19th Annual Fall Registration Show. Please carefully review the following important information that you will need to know. Following these guidelines will help everyone enjoy another successful show. I appreciate your cooperation with this.

1. Booths will be sold to participants on a first come first serve basis.
2. Set-up time is Thursday, August 22nd from 9:30pm to 11pm. **NO SET-UP PERMITTED FRIDAY, AUGUST 23RD. TAKE DOWN WILL BE SATURDAY, AUGUST 24TH AT 6PM AND NOT BEFORE.** This is a strict requirement by the PTC and we must abide by it.
3. Neither Metroland Newspapers nor the Pickering Town Centre will be responsible for any lost or stolen articles. Security is in place after mall hours and it is not necessary to remove anything from your booth. You may choose to cover your display.
4. All booths will have one table with skirting and table cloth with two chairs.
5. All booths must be occupied at **ALL TIMES**. Un-staffed booths will be dismantled.
6. ELECTRICAL hook up is available to most exhibitors. Please bring your own extension cords and power bars. **EXTRA LENGTHS AND POWER BARS WILL BE REQUIRED TO REACH OUTLETS. DON'T BE CAUGHT SHORT.** Cords must run within booths and not in open areas. Please don't use tape on the marble floors.
7. All garbage must be removed from display areas. Area must be neat at all times.
8. Loading and unloading can be done at the lower level ramp on the east side of the mall. (See layout).
9. No helium balloons are to be used at booths.
10. All participants in the show must provide proof of commercial liability insurance of \$2,000,000.
11. Height restriction in force: no drapery and/or structures permitted over 7 ft. tall.
12. All participants must be mindful of the other vendors at the show. Excessive noise or disruptive behavior is not allowed at your booth. Vendors must remain within the boundaries of their own booth space and are prohibited from entering the aisles or leaving their booth to promote their business. Any vendor that does not abide by these guidelines will be asked to leave the show.

Thank you for your cooperation in these matters. Any other questions or concerns please call us at **905-215-0419**

**See you at the show.**

**Cara Baycroft**

Show Coordinator