

for·ti·fy conference



Exhibitor and Tradeshow Information

5th Annual Business Conference & Tradeshow

Wednesday, November 15, 2023

Penticton Lakeside Resort
Penticton, British Columbia, Canada

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Venue

The Penticton Lakeside Resort and Conference Centre is located within minutes of the downtown business district, with easy access from Highway 97 and the Penticton Regional Airport (YYF).

Penticton Lakeside Resort and Conference Centre
21 Lakeshore Drive W Penticton, BC
Website: www.pentictonlakesideresort.com

Tradeshow Information

Hours: The Tradeshow at **for·ti·fy** will be open day throughout the Conference, with dedicated “Tradeshow” times during morning and afternoon breaks during which no competing events are scheduled, as well as during lunch which is hosted on the exhibitor hall floor.

The Tradeshow will host a maximum of 52 exhibit booths encompassing a wide range of products related to both the fermenting and distilling industries.

Official Suppliers

ADVANCE WAREHOUSE, MATERIALS HANDLING, BOOTH SERVICES

Showtime Event & Display (Tel: 800-721-0029 / Fax: 877-468-3313)

Visit www.showtimedisplay.com for shipping labels and for material handling forms. Ship to Showtime’s warehouse in advance of the conference, ship to address as follows:

Fortify Conference (insert exhibitor name & booth # here)
c/o Showtime Event & Display
#1 – 325 Bay Avenue
Kelowna, BC V1Y 7S3
CANADA

IMPORTANT: Showtime’s warehouse receiving window is **November 1 – November 10, 2023**. All materials will be subject to materials handling charges, based on **the total weight** of your shipment. Anything shipped **before** November 1 will be subject to **additional** storage fees.

SHIPPING & CUSTOMS

Cross Connect Customs & Event Logistics (CCCEL) (Tel.: 778-837-4181 / info@crossconnectcl.com)

CCCEL has been appointed as the recommended Transport Carrier and Customs Broker for the conference. They can assist both Canadian and U.S. exhibitors with their round-trip Shipping and/or Customs Clearance service requirements. The conference has been Officially Recognized by the Canada Border Services Agency (CBSA) Conventions Program. It is strongly recommended that exhibitors utilize the service of a customs brokerage firm particularly for shipments originating outside of Canada. Exhibitors should work with a Customs Broker that is familiar with conferences and the special duty & tax-free import privileges that have been granted by this CBSA conventions program.

If exhibitors choose to ship & customs clear on their own it is done at their own risk and expense. Refer to the attached [SHIPPING & CUSTOMS CLEARANCE INSTRUCTIONS KIT](#) for forms and information. **IMPORTANT: Contact CCCEL by October 19th to make your shipping and/or customs arrangements**

Show Set Up and Take Down

- Move-in: Tuesday, November 14 3:00 – 7:00 pm
Wednesday, November 15 7:30 – 9:00 am (1.5 hours only)
- Move-out: Wednesday, November 15 **5:00 – 7:00 pm (tear down will be announced)**
- Loading Area: Loading area for the East Ballroom is on the 2nd floor of the Parkade. Please be aware of the height restriction (6' 7") of the Parkade in order to load in this way. Smaller items can be moved in through the main hotel lobby on a Bellman's cart and delivered to the East Ballroom.

EXHIBITORS MAY NOT COMMENCE TEAR DOWN PRIOR TO 5:00 pm on November 15th.

Tradeshaw Hours

- 10:00 AM – 5:00 pm

The Penticton Lakeside Resort and Conference Centre is a **smoke-free** venue.

Booth Information

There are a maximum of 52 tradeshow booths available on a first come, first served basis with priority registration for 2022 exhibitors (see below). Each 8 X 10 walk in booth comes with pipe and drape, one 2 x 6 foot covered and skirted display table, and two chairs. Includes 120-volt, 750-watt duplex electrical, wi-fi, and two complimentary badges for two company representatives (booth attendants). A special rate is available for any other company members.

Booth cost is \$800 plus \$40 taxes, additional representatives can be included for \$95 each.

The tradeshow floor plan is included at the back of this information package.

Fortify 2022 Exhibitors will receive priority registration for **for-ti-fy 2023**, including their 2022 booth location with paid registrations submitted by July 31, 2023. Register early to secure best booth choices.

Other Information

- All booth/exhibitor materials must be brought in manually; there is no forklift option
- Showtime will provide materials handling equipment to assist exhibitors with moving heavy equipment (i.e., 1 – 2500 lbs pallet jack, 2 flat floor dollies, and 2 wheeled dollies)
- Additional furniture can be order for a fee from Showtime: [Showtime Order Package](#)
- *On-site* parking is available at cost

Additional Booth Rep Tickets are \$95 each and include:

- ✓ Name badge
- ✓ Lunch and coffee breaks
- ✓ Access to the **for-ti-fy** post-conference social event
- ✓ Access to conference presentations (*providing booth is staffed at all times by at least 1 person*)

Serving Product

Exhibitors can serve samples of wine, cider, beer or liquor (**no more than 30 ml/ 1 oz.**) at their booths providing the person serving has a “*Serve it Right*” card. The exhibitor is responsible for any cost (wine, glasses, etc.). Exhibitors serving alcohol must also complete and submit a [Form 60](#).

Insurance

Insurance protection against liability, fire, theft of any equipment or materials used at **for-ti-fy** is the sole responsibility of the exhibitor. Nighttime security will be provided on-site. However, neither the Penticton Lakeside Resort and Conference Centre nor the *Business Alliance for Artisan Fermenters and Distillers* will be held responsible for items lost, stolen, or damaged during the event.

Accommodations

Blocks of rooms for **for-ti-fy** participants are reserved at:

The Penticton Lakeside Resort at 1-800-663-9400 or by email to lakeside@rpbhotels.com

Main Building:

Queen City view \$135 / Queen Beach view \$143 / Queen Lake view \$151

King City view \$151 / King Beach view \$155 / Lake view \$159

King Suite City view \$183 / King Beach view \$191 / Lake view \$199

West Wing:

King Guest Rooms Parkview \$167 / Partial Lake view \$167 / Lake view \$183

King Guest Suites Parkview \$191 / Partial Lake view \$231 / Lake view \$239

Room rates are based on single or double occupancy and subject to applicable taxes. Parking is \$10.00 per vehicle, per day for in-house guests.

Check-in time is 4:00 p.m.; checkout time is 12:00 noon.

Please quote “Fortify Conference” when you make your registration and register before October 31, 2023 to get this rate.

Tradeshow Cancellation

Cancellations **prior to October 14th** will be reimbursed 75% of the deposit if the booth space can be reassigned. Any cancellations after October 15th are not eligible for a refund.

Registration

Booth assignments are based on a first come, first served basis. Booth assignments are confirmed upon full payment online and a confirmation will be sent via email when your payment has been processed.

Fortify 2022 Exhibitors will receive priority registration for for-ti-fy 2023, including their 2022 booth location with paid registrations submitted by July 31, 2023.

- Registration for the tradeshow is on-line only and payment with credit cards (Visa or Master Card). Simply go to <https://fortifyconference.ca/exhibitors/> to register online.
- **Registration Deadline – October 20th** Registrations received after this date risk not being included in the Tradeshow Directory.

For further information, contact:

Conference Coordinator:

Carolyn MacLaren

Tel: 778 878 6145

Email: dcmaclaren@shaw.ca Website: www.fortifyconference.ca

for·ti·fy 2023 Tradeshow Floor Plan

