



DEFSEC Atlantic 2026

PRESENTED BY



HALIFAX CONVENTION CENTRE :: HALIFAX, NOVA SCOTIA, CANADA :: OCTOBER 6 - 8, 2026

2026 SHOW MANUAL

Revised July 26, 2026

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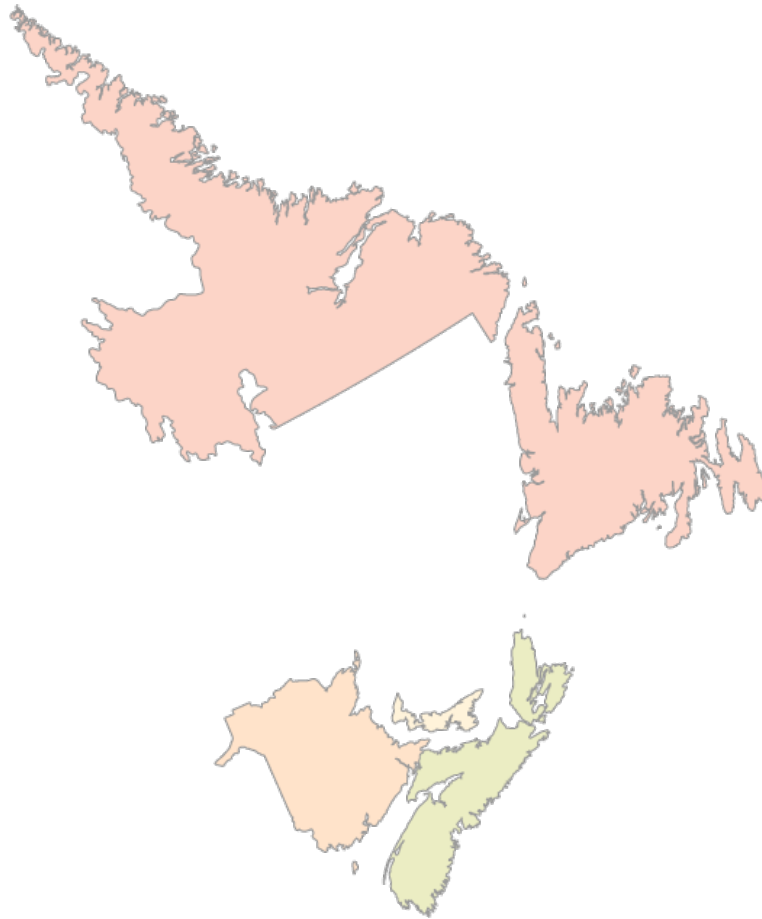
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ABOUT US :: The Event



DEFSEC Atlantic *presented by the Atlantic Canada Aerospace & Defence Association* takes place annually in Halifax, Nova Scotia, Canada. It is one of the productions of the **Nova Scotia International Air Show Association (NSIASA)**, formed as a Nova Scotian not-for-profit society in 1996. The other current production is Air Show Atlantic which takes place in different communities throughout the Maritime Provinces – this year it is in Saint John, New Brunswick, Canada.

As a not-for-profit society, the NSIASA provides an unbiased approach to organizing the Exhibition. It is unaffiliated with any company and strives to produce an event which promotes the success of all Atlantic Canadian companies.

We are proudly going into our **20th year** branded as DEFSEC Atlantic *presented by the Atlantic Canada Aerospace & Defence Association*, now the **second largest event of its kind in Canada**. We plan to keep producing an event that is flexible, open, relevant to industry and constantly evolving to best serve the needs of all its participants. **Please join us!**

ABOUT US :: Contact Us

For any inquiries regarding the exhibition, sponsorship, volunteers, or other inquiries, please contact:

Colin Stephenson
Executive Director
E-Mail: colin@defsecatlantic.ca
Phone: +1 (902) 223-2099

For any inquiries related to billings, technologies, registration, passes, contracts, or service providers, please contact:

John Benson
Deputy Director
E-Mail: john@defsecatlantic.ca
Phone: +1 (902) 237-9805

For any inquiries related to social media, marketing coordination, or media & public relations, please contact:

Tim Stephenson
Brand & Marketing Director
E-Mail: tim@defsecatlantic.ca
Phone: +1 (902) 818-9735

The mailing & billing address of the Nova Scotia International Air Show Association (producer of DEFSEC Atlantic) is:

Nova Scotia International Air Show Association
c/o DEFSEC Atlantic
PO Box 70053, RPO Cobequid
Lower Sackville, Nova Scotia, CANADA
B4C 0B1

The civic address (for “advance” deliveries, Sep 1 to Sep 29) at the Global Convention Services warehouse in Halifax is:
(a pre-formatted address label can be found on **Page 59** of this manual)

Global Convention Services
120 Crane Lake Drive
Beechville/Halifax, Nova Scotia, CANADA
B3S 1B4

The civic address (for “week of” deliveries, Oct 5 to 6) at the Halifax Convention Centre is:
(a pre-formatted address label can be found on **Page 60** of this manual)

Global Convention Services
c/o Halifax Convention Centre
1650 Argyle Street
Market Street Loading Door
Halifax, Nova Scotia, CANADA
B3J 0E6

TRAVELLING :: Downtown Halifax Parking



From on-street parking to parking lots and garages, there are **thousands of parking spaces** in **Downtown Halifax**. You can find even more detailed information (rates, EV chargers, etc.) by [clicking here](#) to help you make your parking plan before you head Downtown.

Here is a list of the locations matching the map shown above:

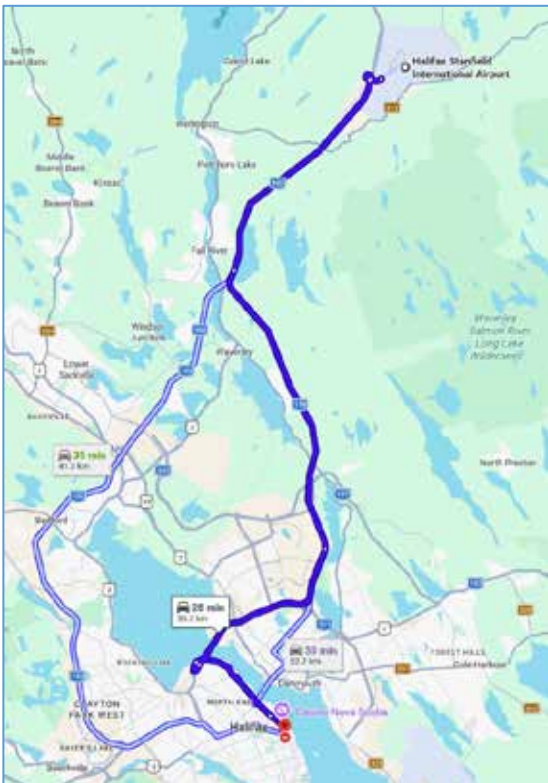
- | | |
|--|--|
| 1. Casino Nova Scotia – 550 | 16. Maritime Museum of the Atlantic – 17 |
| 2. Purdy's Wharf – 1088 | 17. Foundation Place – 230 |
| 3. Indigo: Marriott Harbourfront Hotel – 177 | 18. Salter Lot – 300 |
| 4. Centennial Pool – <i>limited spaces vary</i> | 19. Bishop's Landing – 50 |
| 5. Brunswick Place Parkade – 229 | 20. Cunard Residences – 41 |
| 6. Indigo: 1991 Brunswick Street – 42 | 21. Nova Scotia Power Parking Site –
<i>not available during event week hours</i> |
| 7. Scotia Square – 1700+ | 22. One Shot Parking Solutions:
Hollis Street – 62 |
| 8. Prince George Hotel – 240 | 23. The Westin Nova Scotian – 200 |
| 9. Nova Centre Parking Garage – 350
* This is attached to the event venue * | 24. Indigo: VIA Rail Long Term Parking – 129 |
| 10. One Shot Parking Solutions:
Market Street – <i>limited spaces vary</i> | 25. Halifax Seaport Lot A – combined lots total 740+ |
| 11. One Shot Parking Solutions:
Saint Mary's Basilica Parking – 80 | 26. Halifax Seaport Lot B – combined lots total 740+ |
| 12. One Shot Parking Solutions:
Blowers Street – 20+ | 27. Halifax Seaport Lot C – combined lots total 740+ |
| 13. Metropark – 589 | 28. Halifax Seaport Lot D – combined lots total 740+ |
| 14. Impark: Lower Water Street – 88 | 29. Indigo: VIA Rail Short Term Parking – 16 |
| 15. Queen's Marque – 300+ | 30. Dalhousie University (Sexton Campus) –
<i>limited spaces vary</i> |

TRAVELLING :: Travel Information for those Flying



Several airlines travelling from across the globe service the Halifax Stanfield International Airport (YHZ), which are:

- Air Canada
- Air Saint-Pierre
- Air Transat
- American Airlines
- BermudAir
- Delta Air Lines
- Discover Airlines
- Edelweiss
- Flair Airlines
- Icelandair
- Maritime Air Charter
- Novajet
- PAL Aerospace
- PAL Airlines
- Pascan Aviation
- Porter
- United Airlines
- WestJet



For information about flying into YHZ, visit:

<https://halifaxstanfield.ca/flights/arrivals/>

For information about transportation to/from the airport:

<https://halifaxstanfield.ca/parking-transport/parking/>

TRAVELLING :: International Companies & Delegates

For those travelling internationally to attend DEFSEC Atlantic:

- **For entry rules travelling into Canada...**
<https://www.canada.ca/en/immigration-refugees-citizenship/services/visit-canada/eta.html>
- **Don't forget to have a copy of the DEFSEC Atlantic CBSA Event Recognition Letter with you...**
This letter acts as a letter of introduction which will help facilitate your entry process into Canada for the purpose of attending the DEFSEC Atlantic event. See **Annex H** in this Manual for a copy of the letter.

- **If you are flying into Halifax Stanfield International Airport (YHZ)...**
All passengers arriving at Halifax Stanfield International Airport from outside of Canada must report to Canada Border Services Agency and Citizenship and Immigration Canada for inspection.

The airport is pleased to offer self-service options via the [Primary Inspection Kiosks](#). The kiosks allow international air travellers arriving in Canada to verify travel documents, complete an on-screen declaration, and confirm identity using facial authentication.



Travellers can also save time at the border by completing their declaration in advance using the [CanBorder – eDeclaration mobile app](#).

- **As well, if you are travelling from a country that requires a travel visa to enter Canada...**
Please contact us as soon as possible by e-mail at registration@defsecatlantic.ca in order to request a confirmation letter for our event to send to CIC (Citizenship and Immigration Canada).

The Canadian Government's processing time for travel visa applications can vary and you are encouraged to apply as early as possible. Check current processing times at this link: <https://www.canada.ca/en/immigration-refugees-citizenship/services/application/check-processing-times.html>

TRAVELLING :: Partner Hotel

We have negotiated **special rates** with the hotel connected directly to the Halifax Convention Centre.
Our official partner hotel for DEFSEC Atlantic 2026 is:

The Sutton Place Hotel Halifax

1700 Grafton Street, Halifax, NS, Canada B3J 2C4

<https://www.suttonplace.com/halifax>

**The initial room block is full.
However, the hotel will still
honour the group rate based on
availability. For room type and
availability – please check the
reservation link below.**



As you pass through the doors of The Sutton Place Hotel Halifax, you'll discover an unmatched modern luxury sure to exceed your every expectation. Take in the elegance and contemporary style that perfectly complements the notable design of the landmark Nova Centre—a refined décor, with Italian marble walls and a colour scheme that complements the city's nautical history. In our 262 stunning, **premium guest rooms and suites**, you'll receive all the comforts you've come to expect, including spa-inspired bathrooms and floor-to-ceiling windows with breathtaking views of downtown, Halifax Waterfront Harbour, and historic Citadel Hill.

Preferred Hotel Partner exclusive group rate starting at \$249.00/night

Please Note: Rates are subject to 14% HST and 3% Marketing Levy. All rates are quoted in Canadian funds and as single or double occupancy.

To book your room, visit the following reservation link:

<https://reservations.suttonplace.com/113161?&groupID=4838813#/>

Or you can contact the Reservation Agent to reserve your room at:

Direct Phone: **+1 (902) 932-7548** | Toll-Free: **+1 (866) 378-8866**

E-Mail: info_halifax@suttonplace.com

Ensure you provide Group Code **"2026DEFSEC"** to the Front Desk Agent upon booking to reserve this special group rate!

Valid credit card is required for guarantee at the time of reservation. Upon check-in guests are required to have their own valid credit card and ID, for security deposit and incidentals. *Must cancel 48 hours prior to the local hotel check-in time or the credit card provided will be charged one night's room rate, taxes and applicable fees. The Sutton Hotel Group reserves the right to refuse or cancel a reservation at any time.*

There are also a number of other hotels in the downtown Halifax area which can be found at:

Downtown Halifax (<https://members.downtownhalifax.ca/directory/Search/accommodations-526696>)

Discover Halifax (<https://halifax.reservationsystems.com/>)

NovaScotia.com (<https://www.novascotia.com/places-to-stay>)

THE VENUE :: Halifax Convention Centre



HALIFAX CONVENTION CENTRE

The Halifax Convention Centre began with a vision. We set out to create a facility that truly represents Nova Scotia, and connects our province to the world. That started by speaking with thousands of Nova Scotians from across the province to really understand what is important to them.

Our building sets the stage for every event we host, both literally and through design. It opens up our city, bringing people from around the world to Halifax to experience our world-class hospitality.

Located in the heart of the city, getting to the Halifax Convention Centre is easy no matter how you plan to travel. With easy access to local transit, walking and biking routes, on-site car parking, plus being only 30 minutes from Halifax International Airport, you have plenty of options for getting here and getting around.

With over 120,000 square feet of flexible event space in the heart of downtown Halifax, we're ready to host any event you can imagine. Our versatile and flexible event spaces offer solutions for any size or type of event, from meetings and exhibitions to trade shows and conferences, we have the perfect space for you. See our virtual tour and view our image galleries to get a close look at our unique spaces - <https://www.halifaxconventioncentre.com/the-facility>.

THE VENUE :: Convention LEVEL

Shown below is the proposed floorplan for this year's Exhibition which is taking place on the Convention LEVEL of the Halifax Convention Centre. The most up-to-date list of exhibitors and filled-in floorplan can be found on the DEFSEC Atlantic web site at: <https://defsecatlantic.ca/industry-exhibition/>



DEFSEC ATLANTIC 2026

THE CANADIAN DEFENCE SECURITY & AEROSPACE EXHIBITION ATLANTIC
Halifax Convention Centre :: Halifax, Nova Scotia, CANADA :: October 6 - 8, 2026

PRESENTED BY
ATLANTIC CANADA AEROSPACE & DEFENCE ASSOCIATION



A PRODUCTION OF



IMPORTANT NOTES

STANDARD BOOTH SIZE: 10' X 10'

COVE EXHIBITION HALL & FOYER
CEILING HEIGHT: 12'

BLUEDROP TRAINING & SIMULATION EXHIBITION HALL
CEILING HEIGHT: 24'

www.defsecatlantic.ca

PROPOSED FLOORPLAN
JULY 14, 2026



FLOORPLANS SPONSORED BY

49North
AN MGA SPACE BUSINESS

**HALIFAX
CONVENTION
CENTRE**
CONVENTION LEVEL



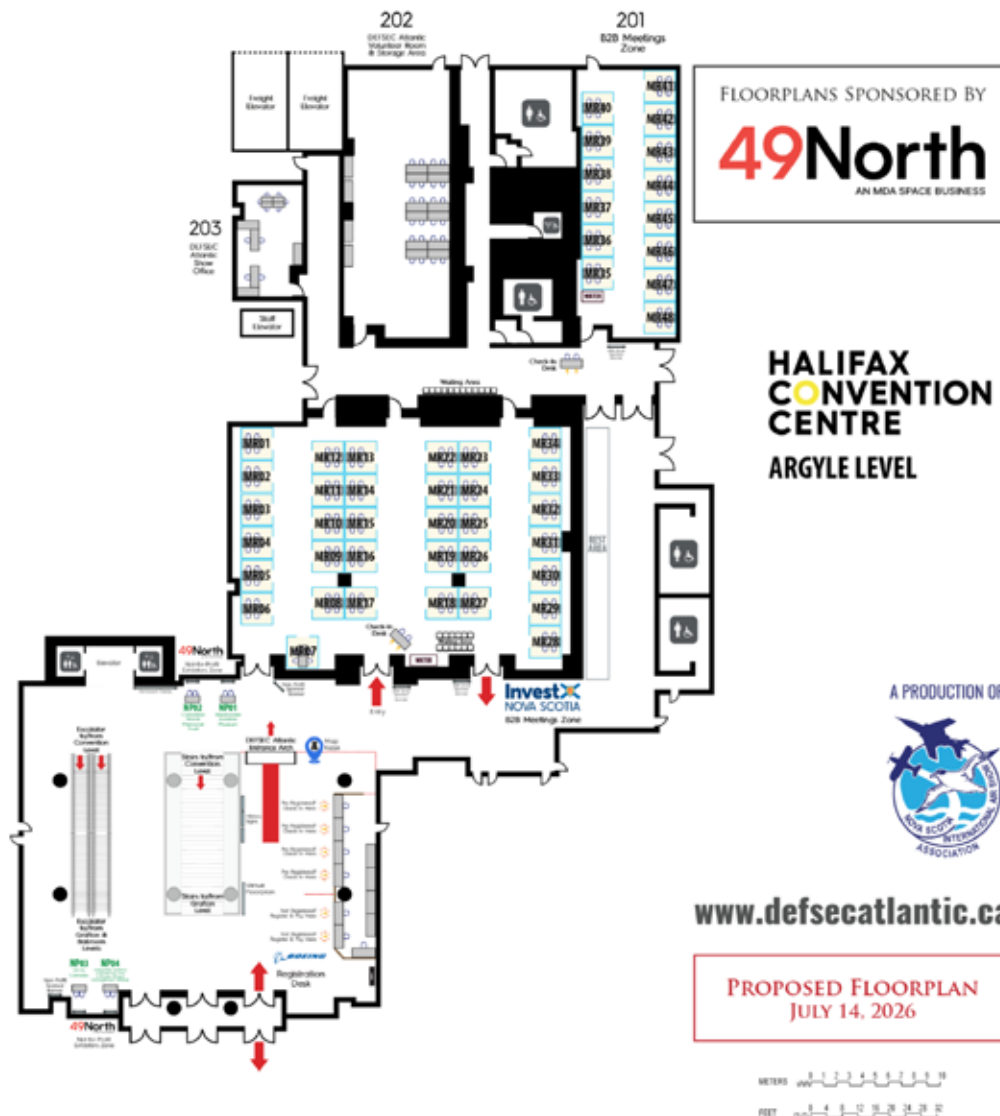
Exhibition Hall Sponsored by **Bluedrop Training & Simulation** | Exhibition Hall Sponsored by **COVE**
Rest Areas Sponsor **TBD** | Attendee Services Sponsor **TBD** | Business Centre Sponsored by **Aerotec Engines**
Social Media Centre Sponsored by **Skyline Atlantic Canada**

THE VENUE :: Argyle LEVEL

Shown below is the proposed floorplan for the Argyle LEVEL of the Halifax Convention Centre. It primarily houses the Registration Desk, B2B Meetings Zone, Not-for-Profit Exhibitors Zone and the Show Offices.



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ATLANTIC CANADA AEROSPACE & DEFENCE ASSOCIATION



Registration Desk Sponsored by **Boeing Canada** | B2B Meetings Zone Sponsored by **Invest Nova Scotia**
 Not-for-Profit Exhibitors Zone Sponsored by **49North**

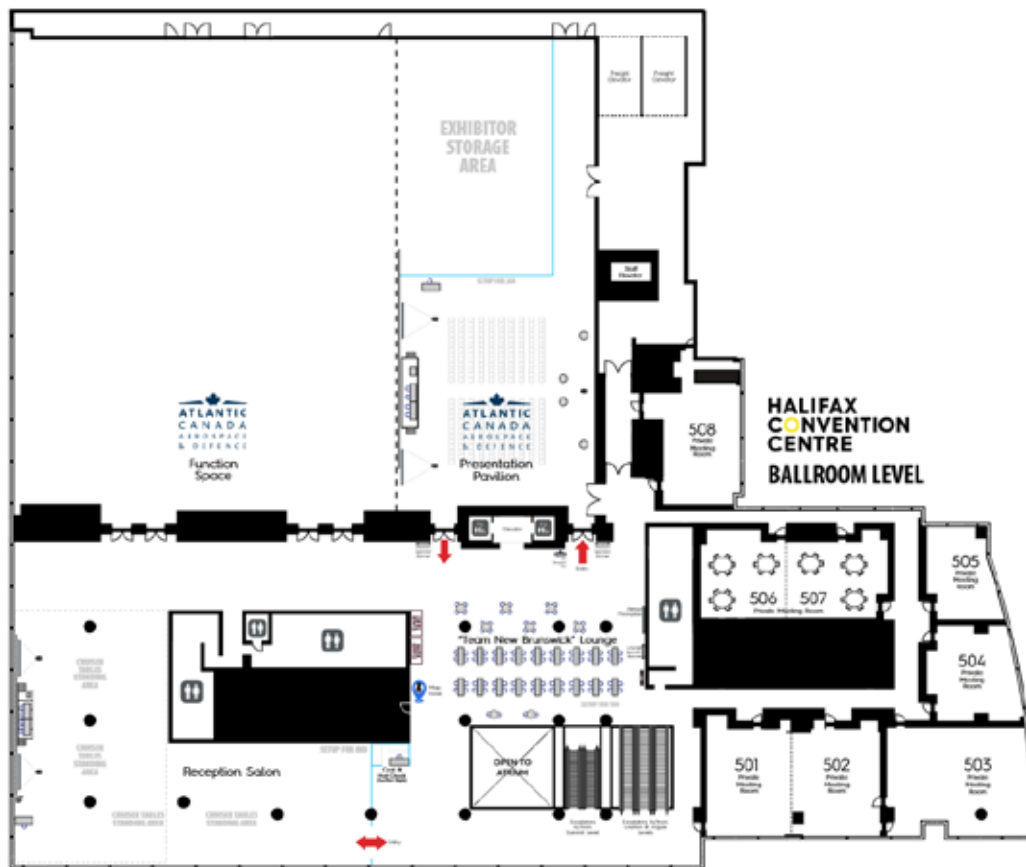
THE VENUE :: Ballroom LEVEL

Shown below is the proposed floorplan for the Ballroom LEVEL of the Halifax Convention Centre. It primarily houses the Presentation Pavilion, Reception Salon, Lounge and Private Function Spaces.



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www.defsecatlantic.ca



Presentation Pavilion Sponsored by **Atlantic Canada Aerospace & Defence Association (ACADA)**
Lounge Sponsored by **Team New Brunswick**

THE VENUE :: Summit LEVEL

Shown below is the proposed floorplan for the Summit LEVEL of the Halifax Convention Centre. It primarily houses Private Meeting Spaces.



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ATLANTIC CANADA AEROSPACE & DEFENCE ASSOCIATION



PROPOSED FLOORPLAN
JULY 14, 2026

1:1000
1:1000

FLOORPLANS SPONSORED BY

49North
AN MDA SPACE BUSINESS

HALIFAX
CONVENTION
CENTRE
SUMMIT LEVEL

www.defsecatlantic.ca



A PRODUCTION OF



THE VENUE :: On-Site Amenities

One of our main priorities is ensuring a great experience for our attendees when at DEFSEC Atlantic. To that end, we are excited to provide the following enhanced services thanks to the support of each respective amenity sponsor:

REGISTRATION DESK

*Sponsored by **Boeing Canada***

The Registration Desk is the first stop for all attendees when they arrive at DEFSEC Atlantic. Everyone upon arrival will need to check-in and obtain their Attendee Name Badge before proceeding anywhere else in the venue. Our experienced and welcoming staff are there to provide assistance to attendees throughout the entire event week.

It is conveniently located on the Argyle LEVEL of the Halifax Convention Centre on the right side just past the entrance when entering from Argyle Street or at the bottom of the stairs and escalators when entering from Grafton Street.

The Registration Desk is available starting at 8:00 am on Tuesday, October 6 until 4:00 pm on Thursday, October 8.

BUSINESS CENTRE

*Sponsored by **Aerotec Engines***

The Business Centre is setup to provide free access to all of the basic services of an off-site office for all of our attendees. This includes providing access to a PC workstation connected to the Internet as well as printing, copying and scanning. Basic supplies such as pens, paper, sticky notes, staplers, flash drives, etc. can all be found in this area and there is also a literature rack where you can find a variety of Defence industry-oriented magazines available to take a copy of for free.

It is conveniently located on the Convention LEVEL of the Halifax Convention Centre to the left of the bottom of the Stairs and right before the entrance to the COVE Exhibition Hall.

The Business Centre is available starting at 8:00 am on Tuesday, October 6 until 6:00 pm on Thursday, October 8.

SOCIAL MEDIA CENTRE

*Sponsored by **Skyline Atlantic Canada***

The Social Media Centre is the central location where you will find a large screen displaying our event's Digital Social Media Wall with live feeds of all the popular social media platforms used by our event and its attendees. As well, this is the working location for our Brand & Marketing Director, Tim Stephenson, who is there to both manage our event communications and also to assist all our attendees in answering any questions related to our event, creating social media posts and distributing news releases.

It is conveniently located on the Convention LEVEL of the Halifax Convention Centre in the central part of the Foyer Area between the entrances to both Exhibition Halls.

The Social Media Centre is available starting at 8:00 am on Tuesday, October 6 until 4:00 pm on Thursday, October 8.

ATTENDEE SERVICES

Sponsor **TBD**

Attendee Services is an area set aside for our attendees where they can check-in their coats and for military, their headress, as well as their luggage – especially for those departing to travel directly from our event. We are also providing a service where you can check-in and safely leave your device to charge on one of our high-speed device charging stations.

It is conveniently located on the Convention LEVEL of the Halifax Convention Centre directly across from the main entrance to the Bluedrop Training & Simulation Exhibition Hall.

Attendee Services is available starting at 8:00 am on Tuesday, October 6 until 5:00 pm on Thursday, October 8.

LOUNGE AREA

Sponsored by **Team New Brunswick**

The Lounge Area is a space frequented all week by those attendees going in and out of the Presentation Pavilion. It provides a dedicated seating area for those attendees seeking a quiet, informal space to relax and/or have meetings away from the buzz of the Exhibition Halls and the B2B Meetings Zone. And it also conveniently has both coffee and water service located there for attendees to grab on their way through.

It is conveniently located on Ballroom LEVEL of the Halifax Convention Centre across from the entrance to the ACADA Presentation Pavilion.

The Lounge Area is available starting at 4:00 pm on Tuesday, October 6 until 4:00 pm on Thursday, October 8.

REST AREAS

Sponsor **TBD**

Rest Areas are small seating areas set aside throughout the venue for our attendees to rest and also have brief, informal discussions and meetings. Water bottles are also available in these areas for attendees.

They are conveniently located in a few different areas of the Exhibition Halls on the Convention LEVEL and in areas around the Argyle LEVEL of the Halifax Convention Centre.

Rest Areas are available starting at 8:00 am on Wednesday, October 7 until 4:00 pm on Thursday, October 8.

EXHIBITING :: Industry Exhibition Booth Space Details & Standards

Each 10' x 10' booth includes:

- 8' high by 10' wide pipe and drape back wall with 3' high pipe & drape side walls; other configurations at the request of the exhibitor or needs of the vendor
- **IMPORTANT NOTE:** The entire exhibition hall **IS** carpeted.
- If you would like additional carpet to distinguish your booth space, it must be coordinated and purchased through **Global Convention Services**
- Additional booth furnishings, etc. can be coordinated through **Global Convention Services**

Passes are allocated as follows:

- Two (2) Industry Exhibitor Full Passes (*meals NOT included*) **PER** 10' x 10' booth
- Individual additional Industry Exhibitor Full Passes (*meals NOT included*) can be purchased by exhibiting companies for an additional fee of **\$350 + 14% HST**. One-day pricing is also available for **\$200 + 14% HST**.
- Exhibitors that are Government Employees can attend at no cost, however we do request that those attendees still register “under the booth”. Information on how to register will be sent to the Primary DEFSEC Contact Person with each exhibiting Government department.

Electrical connections:

- One duplex (two outlet) electrical connection, rated at 110V, 15A is included at no extra cost **REGARDLESS** of booth size
- Additional connections can be requested at a cost of **\$150.00 + 14% HST** per duplex connection (2 outlets per duplex) if ordered by the Advance Rate Deadline Date of **September 22, 2026**; orders placed AFTER that date up until the Ordering Deadline of September 29, 2026 will be at the regular cost of **\$200.00 + 14% HST** per duplex connection (2 outlets per duplex). Contact **Global Convention Services** to inquire and place an order.
- If **special arrangements** are required for electrical such as larger, more complex configurations, different than standard amperages or a 240V feed, then contact **Global Convention Services** directly to get a quote arranged for you.

Booth Add-Ons include:

- Free Wi-Fi is available throughout the venue.
- However, if your display requires a **Direct-Wired Internet Connection** it must be requested well in advance of the Show. There are a variety of wired options available at this venue. Contact **Global Convention Services** to inquire and place an order.

Booth design standards:

- When and where possible as a matter of best practice, we will follow the **IAEE Guidelines for Display Rules and Regulations (2023 North American Update)** established by the International Association of Exhibitions and Events. Linear booth configurations which also include Corner booths and Perimeter booths, are subject to “Line-of-Sight” rules. Other booth configurations including Peninsula booths, Split Island booths, and Island booths, are subject to “Cubic Content” rules. A full description of these configurations and rules are included as **Annex G** of this Manual.

ACADA Dinner Tickets will also be added unless declined:

- For each 10'x10' booth space OR dedicated room, two (2) tickets to the ACADA Dinner on Wednesday evening will automatically be added to your invoice and noted on your exhibitor contract in addition to your booth fee.
- The cost of each individual ticket **\$295 + 14% HST**; additional individual tickets can also be ordered by request to Show Management along with your exhibition space at that same price.
- Should your attendees have other plans for Wednesday evening or simply do not want to attend the event, you can easily request removal of the ACADA Dinner Tickets by contacting Show Management before signing your exhibitor contract. The additional fee of **\$295 + 14% HST** per ticket that was added to your base booth fee will be deducted from your invoice and exhibitor contract (you will be sent updated ones).
- Additional tickets for the Dinner can be purchased for **\$295 + 14% HST** each directly through ACADA at this URL:
<https://acada.member365.ca/public/event/details/cbfa6725459a9a09c9aa6b5b67c3521bd3616c1b/1>

EXHIBITING :: International Exhibitors & Customs

If you are shipping items from out of country for use at the Show, you need to be aware of the following:

This **especially includes anything related to your booth** that needs to be shipped from outside of Canada.

First of all, no matter who is shipping your items related to your booth, if they are shipping anything from outside Canada, they should always include a copy of our **Canada Border Services Agency (CBSA) Event Recognition Letter**. You can find a copy of this year's letter as **Annex H** of this Manual.

Secondly, the rules and more importantly the process for "importing" items into Canada recently changed at the end of 2024 (i.e. introduction of CBSA Assessment and Revenue Management [CARM]), and they tend to make things slower and more complicated in our experience to date.

If you are working with an Exhibitor Appointed Contractor (EAC) to design and/or install your booth, you MAY not need to go through this process. It is best to check with them if you have an EAC or with the Show Organizers if you are not sure.

This process CAN take several weeks to complete, so if you determine that you need to do this, it is recommended to start the process as soon as possible.

If you do NOT need to bring anything INTO Canada from outside the country to participate in DEFSEC Atlantic, then you can DISREGARD this information.

Please look at the notes below if your company is NOT already setup for "importing" INTO Canada:

- Does your company have a **Canadian** Business Number?
If not, then you will need to be set up as a Non-Resident Importer (NRI).
A NRI is a company or individual who does not reside in Canada but acts as the Importer of Record (IOR) for goods being imported into Canada. Before you can act as the IOR, you will first need to acquire a Business Number (BN) from the Canadian Revenue Agency (CRA). This first step must be completed by you or your company, but there are several additional steps before you can be an IOR, and we can help.
- You can (and likely should) work with a **customs partner** to work through the setup process. Please keep in mind that this process allows you to import the goods, but not to recoup the 14% HST on your imports. If you are looking to be HST registered then this is beyond our scope, but we can recommend a business lawyer that can assist with the HST registration process.
- **Non-Resident Importer (NRI) Setup in Canada**
To import into Canada as a Non-Resident Importer (NRI), the following steps must be completed in order:
 1. Obtain a Business Number (BN) from the Canada Revenue Agency (CRA).
 2. Complete the "Agreement to Maintain Records Elsewhere than the Place of Business in Canada" (See the BSF900 form).
 3. Register for the CBSA Assessment and Revenue Management (CARM) system and enrol in a Program Account.

- **Step 1: Obtain a Business Number (BN)**

You must register for a Business Number through the CRA. Please visit the following link:

<https://www.canada.ca/en/revenue-agency/services/tax/businesses/topics/registering-your-business/register.html>. Scroll down to locate the "Non-Resident Business Number and Account Registration Web Form" and follow the instructions to complete the registration process.

- **Step 2: Compile Required Information**

Once you have obtained your 9-digit Business Number (BN), please compile the following details to provide to a customs partner:

1. Legal Company Name
2. Legal Company Address
3. Business Number
4. Additionally, please provide the designated CARM Contact Information:
(*Business Account Manager for the CARM Portal*)
 - § Full Name
 - § Email Address
 - § Phone Number

- **Step 3: Complete the BSF900 Form**

The Canada Border Services Agency (CBSA) requires all NRI clients to submit the Agreement to Maintain Records Elsewhere than the Place of Business in Canada (BSF900 Form) for approval.

This agreement ensures compliance with CBSA's record-keeping requirements for imported goods. Please complete AND sign the BSF900 form and have it ready to provide to a customs partner.

You can download the form from this link:

<https://www.cbsa-asfc.gc.ca/publications/forms-formulaires/bsf900-eng.html>

- **Step 4: CARM Registration**

Once you have all this information ready to go including the form, a customs partner can then proceed with your CARM registration. This includes:

1. Applying for your Program Account (Import Account).
2. Submitting the BSF900 Form to CBSA for approval.

- **Step 5: Setup New Account with a Customs Partner**

Once you're setup in the CARM portal, you will need to open a new account with a customs partner so that you can technically "import" what you need shipped to exhibit.

We do have a Recommended Customs Partner for our Show for this year - the contact info for this company is:



Rachit Gandhi

Logistics Manager

Tel: +1 (519) 772-7889

E-Mail: rgandhi@expologistics.com

Web: <https://www.expologisticsgroup.com/>

EXHIBITING :: Move-In & Move-Out Details

Advance Setup – Monday, October 5

This setup is reserved for large and complex booth installs ONLY and must be arranged with Show Management well in advance of the Show week. Details will be passed onto exhibitors as they are confirmed to set up on these days.

If you feel that you will need the additional day on Monday to complete your booth install, please ensure that you contact John Benson ASAP at john@defsecatlantic.ca or +1 (902) 237-9805, to discuss arrangements.

“Day Of” Setup – Tuesday, October 6 between 8:00 am and 6:00 pm

If you **CAN** carry in your material in a single trip, you may enter in through the front door of the Halifax Convention Centre located on Argyle Street (**see diagram on Page 21**) and proceed to the Convention LEVEL. If you are parked underground at the Nova Centre Parkade, then please take the elevator, and exit on the Convention LEVEL, proceeding directly to the corresponding Exhibition Hall.

If you are not able to carry your materials in a single trip, you MUST use **Global Convention Services (GCS)** to do your **material handling** via the loading docks located on Market Street (**see diagram below**). This service is not included with your booth, so be sure to contact Global Convention Services and fill out their requisite pages for Material Handling in this Manual. If you require any additional handling such as **advanced shipments** to their warehouse and **pre/post-show storage**, you should also contact them and make those arrangements directly. Costs for these services will be provided and billed directly to you by them.

Teardown & Move-Out – Thursday, October 8 starting at 4:00 pm

The process will be the exact reverse with those able to carry-out in a single trip using the specified entrances to leave the building and all others **MUST** use the Loading Docks to have their booth freight moved to the Market Street loading bays and then work with GCS staff to load your vehicle and depart the venue from there.

An important note is that ALL exhibitors **SHOULD be COMPLETELY moved out by 12 midnight**. If the booth you are dismantling is a particularly complex and/large one, arrangements to finish the Move-Out on Friday, October 9 can be arranged with Show Management in advance of the Show week.

EXHIBITING :: Accessing the Loading Docks

If you **DO** need to use the loading docks to bring your exhibit materials into the venue, the Market Street Loading Door is located between Docks 4 and 5, at **1679 Market Street** in Halifax. By vehicle, drive down the hill on **Sackville Street** (one-way). Turn left onto **Market Street** and pull alongside the curb on the right side then follow the arrival instructions on the next page. **View the location on Google Maps at:** <https://maps.app.goo.gl/kJib85niUPHURig69>



LOADING DOCKS SPECIFICATIONS

Arrival Instructions:

- Arrive at Market Street
- Announce arrival at driver door intercom (shown by red arrow on previous page)
- A bay will be assigned, caution bay doors open outwards
- Wait for instruction before approaching
- Dock manager will direct you into the bay

Dock Descriptions:

- Dock 3 – 5 tonne truck, scissor lift
- Dock 4 – 2 bays, each accommodating a 14' cube van, direct access to freight elevator
- Dock 5 – 2 bays, each accommodating a 53' trailer, dock leveller

Note: Temporary pickup and delivery only. Parking is prohibited.

Freight Elevator:

- Two (2) freight elevators, each with 20,000 lbs capacity
- Dimensions: 10'W x 21'10"L x 10'H
- For safety and accessibility reasons, materials cannot be transported via the public elevators or on the escalators



DELIVERY/SHIPPING ADDRESS

Please keep in mind that this address for the Halifax Convention Centre Loading Docks is ONLY for deliveries taking place between October 5 and October 6. All event materials requiring material handling must be sent to the Market Street Loading Door located at:

Global Convention Services
c/o Halifax Convention Centre
1650 Argyle Street
Market Street Loading Door
Halifax, Nova Scotia
B3J 0E6

Deliveries taking place between September 1 and September 29 (Monday to Friday – 9 am to 4 pm) can only be sent for Advance Warehousing with Global Convention Services at their warehouse located at:

Global Convention Services
120 Crane Lake Drive
Beechville/Halifax, Nova Scotia
B3S 1B4

EXHIBITING :: B2B Meetings Program

Sponsored by *Invest Nova Scotia*

DEFSEC Atlantic will be facilitating **Business-to-Business (B2B)** and **Business-to-Government (B2G)** meetings which will be available to all registered attendees.

We will be using an all-in-one web platform combining matchmaking, messaging and scheduling for the meetings. An important note is that we will only be facilitating **in-person meetings** at our event – virtual meetings will NOT be offered.

Following the success of the layout from the past few years, this year there we will expand and now be located will again be across two large adjacent rooms located on the Argyle LEVEL of the Halifax Convention Centre dedicated to B2B meetings known as the “B2B Meetings Zone”. Inside them are 48 dedicated 8’ x 8’ divided spaces which will be setup strictly for in-person introductory meetings on **Wednesday, October 7** and **Thursday, October 8**.

The B2B/2GO Web Platform **launches on September 7, 2026**. Before the event week, attendees will have a chance to use the platform to find each other, make connections and then plan arranged meetings on the event days. We will also be using this same system for messaging after the event week, with access after the event **ending on October 31, 2026**.

In order to use and access the B2B/2GO system, you MUST be a registered attendee for DEFSEC Atlantic. Registered DEFSEC

Atlantic attendees **will receive a personal activation e-mail** to create their own individual profile in the B2B/2GO platform. Those who register after the initial launch of the B2B/2GO platform should receive their activation e-mail **within 1 full business day** AFTER the date they register. We will typically be doing daily manual syncs in the late afternoon between our registration platform and the B2B/2GO platform each weekday between its launch and our event.

Please be sure to check your spam/junk folders if you do not see your activation e-mail, as they sometimes end up in there depending on your e-mail system.

Don't forget that you **MUST be a qualifying category of registered attendee** for DEFSEC Atlantic 2026 in order to be able to activate your B2B profile. *Only students and media do NOT qualify for participation in the B2B Meetings Program.*

If you have any questions in the meantime, please e-mail us at b2bmeetings@defsecatlantic.ca.

And you can get info on and download the official B2B/2GO app (both Android and iOS) from this link:

<https://defsecatlantic.ca/b2b2go-app/>



EXHIBITING :: Private Meeting Rooms

Beyond the B2B Meetings Program, there are dedicated Private Meeting Rooms available for rent for One or Both Days during the Show. They are located on the Summit LEVEL (*four levels above the Industry Exhibition*) of the Halifax Convention Centre (*see map below*).



The following private, lockable rooms on the Summit LEVEL are available to rent for **\$750 + 14% HST per day**:

- | | | | |
|--------------|--------------|--------------|--------------|
| • Room # 602 | • Room # 606 | • Room # 610 | • Room # 614 |
| • Room # 603 | • Room # 607 | • Room # 611 | |
| • Room # 604 | • Room # 608 | • Room # 612 | |
| • Room # 605 | • Room # 609 | • Room # 613 | |

Features include:

- Most of the private, lockable rooms on the Summit LEVEL are available to rent for **\$750 + 14% HST per day**
- Private secure meeting rooms (range from 700 to 2000 sq ft) located in the same building as the Exhibition
- Standard tables & chairs in each room can be configured to your specifications (included in rental price)
- Any **Audio/Visual** support would need to be contracted through **Encore**
- Any **Food & Beverage** catering service would need to be contracted through **Halifax Convention Centre**
- Regular access would be from **8:00 am to 4:00 pm** on **Wednesday, October 7** and from **8:00 am to 4:00 pm** on **Thursday, October 8**
- Special access on **Tuesday, October 6** can happen through **special arrangement in advance**

If you are interested in finding out more about booking a private meeting room or have any questions in the meantime, please contact John Benson by e-mail at john@defsecatlantic.ca or by phone at **+1 (902) 237-9805**.

EXHIBITING :: Exclusive Services

There are Exclusive Services provided by our Official Service Providers at DEFSEC Atlantic:



- **FACILITY MATERIALS HANDLING & VEHICLE MARSHALLING SERVICES**

Materials handling and vehicle staging/marshalling requirements must be arranged through our exclusive partner, Global Convention Services. Global is responsible for planning, directing, and coordinating the following services in a safe and efficient manner:

- o Any material movement within the facility that requires material handling equipment
- o Electric or manual pallet jacks and pallet jack operation
- o Traffic control and vehicle marshalling
- o Loading docks and freight elevator supervision
- o 3rd party supplier freight movement
- o Receive and off-load exhibitor and show management materials on site at the designated move in times
- o Delivery within the Halifax Convention Centre to the allocated booth and or location
- o Storage of empty crates and packing materials during events
- o Return materials to the docks at designated move out times
- o Reload materials on outbound carriers

- **ELECTRICAL SERVICES**

The Halifax Convention Centre is the exclusive provider of all temporary electrical distribution and related equipment required for events, shows, and for all guest service providers throughout the facility. Individual exhibitor electrical requirements must be coordinated through Global Convention Services Ltd. who will work with Halifax Convention Centre staff to coordinate safe and effective electrical services for individual exhibitor electrical orders.

- **INFORMATION TECHNOLOGY & COMMUNICATION SERVICES**

A state-of-the-art data and voice network allows for shared and dedicated bandwidth connections, robust WiFi access, and custom networking solutions. As the exclusive provider of all technical services, the following requirements must be arranged through Global Convention Services at the Halifax Convention Centre:

- o Internet access (wired and WiFi)
- o Telecommunications (telephone and data)
- o Local area networking and equipment within the building



- **RIGGING SERVICES**

The Halifax Convention Centre has designated its official audiovisual partner, Encore, as its exclusive rigging provider. Any client or supplier who requires the use of rigging points or ground supported production equipment services must engage with the official audiovisual partner directly.

Encore will provide skilled and qualified technicians and riggers to support the installation and removal of overhead rigging equipment for specialty lighting, theatrical elements and other show components.

HALIFAX CONVENTION CENTRE

- **CATERING SERVICES**

Please note that any requests for food and/or beverage catering services at any location within the venue, any time during the event week, must first go through the event organizers, as the Halifax Convention Centre is the exclusive caterer for the venue.

*There is a limited menu that can be ordered from which is included as **Annex C** of this Manual.*

EXHIBITING :: Official & Recommended Service Providers

The list below is our Official Service Providers for this event. Exhibitor Kits and Order Forms are included in this Manual. Direct any related inquiries to John Benson by e-mail at john@defsecatlantic.ca or by phone at +1 (902) 237-9805.

OFFICIAL EXHIBIT RENTAL PROVIDER:

Traction X Brand Experiences

- Traction X Brand Experiences is your go-to supplier for custom trade show exhibit rental services for DEFSEC Atlantic. As a trusted partner of DEFSEC Atlantic and a preferred supplier to leading organizations in the aerospace and defense industry, exhibitors can rely on Traction X at DEFSEC Atlantic for complete, end-to-end support - from initial inquiries and 3D concept development to production, installation, and on-site service throughout the event.



Contact Person: Sean Court
Phone: +1 (782) 409-2527
E-Mail: sean@tractionx.ca

Our team looks forward to collaborating with you and bringing your exhibit vision to life.

OFFICIAL TRADE SHOW & EXHIBIT SERVICES PROVIDER:

Global Convention Services

- Trade Show & Exhibit Services
 - o Display Installation & Dismantling
 - o In-Booth Forklift & Driver
 - o Modular Exhibits (including Portable Displays & Hardwall Booth Packages)
 - o Carpet (beyond carpet already on hall floor)
 - o Booth Cleaning Services
 - o Furnishings (Tables, Seating, Lighting & More)
 - o Standard Booth Signs
- Facility Materials Handling
 - o Pre & Post Show Material Handling
 - o Warehousing & Drayage
- Electrical and Wired Internet Services
- Vehicle Marshalling Services



Contact Person: Dave Prime
Phone: +1 (902) 240-5054
E-Mail: dprime@globalconvention.ca

OFFICIAL AUDIO/VISUAL, PRESENTATION STAGING, LIGHTING SERVICES AND RIGGING PROVIDER:

Encore

- Audio/Visual
- Lighting
- Simultaneous Interpretation
- Presentation Staging
- Scenery and Custom Room Events
- Digital Services: Computers, Webcasting, Encoding, Interactive Voting Systems, Presentation Management
- Rigging Services



Contact Person for **everything but Rigging**: David Smith

Phone: +1 (902) 210-5710

E-Mail: david.smith3@encoreglobal.com

Contact Person for **Rigging**: Kirk Beazley

Phone: +1 (902) 233-5316

E-Mail: kirk.beazley@encoreglobal.com

OFFICIAL CATERING SERVICES PROVIDER:

Halifax Convention Centre

- Catering Services
 - o Provided to a Booth
 - o Provided to a Private Meeting Room

** Please note that any requests for food and/or beverage catering services at any location within the venue, any time during the event week, **MUST FIRST** go through Show Management, please contact John Benson by e-mail at john@defsecatlantic.ca.*

*** Orders **MUST** be received by September 8, 2026*



Contact Person: Kathleen King

Phone: +1 (902) 440-1259

E-Mail: kathleen@halifaxconventioncentre.com

RECOMMENDED CUSTOMS BROKER & TRANSPORTATION PROVIDER:

Expo Logistics Group

- Customs & Brokerage
- Ground Freight
- Air Freight
- Warehousing & Storage



Contact Person: Rachit Gandhi

Phone: +1 (519) 772-7889

E-Mail: rgandhi@expologistics.com

PARTICIPATING :: Admission Policy

DEFSEC Atlantic is **open** to employees of Exhibiting Companies, employees of Non-Exhibiting Companies & Organizations, Government Employees, Military Members, Academic Professionals, University/College Students of Invited Academic Institutions, Accredited Media and Invited VIPs. Depending on the type of attendee, there are different requirements when it comes to payment required for entry into the event.

There is **NO requirement for membership** in ANY association in order to participate in any particular aspect of DEFSEC Atlantic.

Anyone wishing to attend the exhibition is **highly encouraged to pre-register online**. Walk-In Registration on-site during the event at the Registration Area will also be available, however the check-in process is much faster for those who pre-register online.

All attendees **upon first entering the venue** MUST check-in at the Registration Desk. There will be no mass pickups of passes permitted. *Please note that at peak entry times during the day, you may expect a delay.*

GENERAL GUIDELINES

All registrants admitted to the event are subject to the General Guidelines as outlined below in our Admission Policy. Show Management reserves the right to exclude or remove anyone from the event who does not comply with this policy.

- In order to enter the venue in-person, all attendees must comply with our posted COVID-19 Attendance Policy shown below:
 - o At the current time, we are NOT requiring any proof of vaccination to be declared or presented upon arrival, in order to participate in this year's event.
 - o All attendees, volunteers/staff, contractors and venue staff must follow established COVID-19 regulations (if any) and to follow directions of any related signage, etc. If attendees fail to comply with any of these regulations, it can constitute grounds for removal from the event without a refund (if applicable).
- No person under the age of 19 years, including children of any type of attendee, will be admitted during the duration of the event.
- All attendees acknowledge that only the Organizer's official admission badge, worn by the person named on it, will permit admission into DEFSEC Atlantic. No other forms of identification will be permitted for entry into the event.
- No person named on the badge or the company, firm or business, which that person represents may permit the badge to be worn by another person. Wearing of this badge by any person nor named on this credential may be viewed as fraudulent use of identification and be subject to removal from the exhibition.
- All persons attending the event must produce government-issued photo identification upon check-in at the event. Examples include a passport, driver's license, military-issued identification or other government-issued ID's with a photo. Note, identification MUST be current and NOT expired – there will be no exceptions.

- Any person found to be registering to attend the event using false information or fraudulent credentials or deliberately with-holding information will have their application automatically denied and may be subject to prosecution.
- Without prejudice, Show Management reserves the right to exclude any person(s).
- No photography or filming of an Exhibition Booth is allowed without the express permission of that booth representative.
- Closed-Circuit security cameras will be in operation at all times. The CCTV system is subject to the Halifax Convention Centre's Privacy Policy which can be made available on request.
- The Organizers reserve the right to photograph and/or video record any portion of the event. By attending the show, visitors permit Show Management to use any photographs and/or footage taken.
- No sponsorship, promotional, marketing, political or any article to be used for a commercial or charitable purpose or prohibited materials may be brought into, used or displayed by any person inside the event without the express written permission of Show Management.
- Any person in possession of non-permitted items will be refused entry to or ejected from the venue and site, and may be subject to prosecution. Prohibited items include knives, fireworks, explosives, smoke canisters, aerosols, air-horns, noisemakers, flares, weapons, dangerous or hazardous items, illegal substances (such as alcohol or drugs), laser devices, bottles, glass vessels, cans, poles, or any article that may compromise public safety or which may pose a hazard or nuisance to any other person.
- Canvassing is not permitted.
- All persons attending the exhibition are expected to wear at least "Business Casual" or "Dress of the Day" if attending in military uniform. The Opening Reception taking place on Tuesday evening is a more formal event with an expectation of "Business Formal" for civilians or if attending in military uniform, at least "Tunic with no Medals".

PARTICIPATING :: Attending as an Industry Exhibitor

If you are attending DEFSEC Atlantic as an **employee of an exhibiting organization**, then you will be registered under this category.

With the purchase of a **Full Exhibitor Pass (\$350 + 14% HST)**, the **non-transferable** bearer gains admission for one to the following:

- Access to the On-Site Amenities, Web Platforms and Opening Reception on Tuesday
- Access to the Exhibition Hall, Presentations Pavilion, B2B Meetings Zone, On-Site Amenities, Web Platforms and “Hour of Good Cheer” Reception on Wednesday
- Access to the Exhibition Hall, Presentations Pavilion, B2B Meetings Zone, On-Site Amenities and Web Platforms and on Thursday

If your Exhibition Area offers the option of **single-day attendance**, the **non-transferable** bearer gains admission for one to the following:

- A **Wednesday Only Exhibitor Pass (\$200 + 14% HST)** will include:
 - o Access to the On-Site Amenities, Web Platforms and Opening Reception on Tuesday
 - o Access to the Exhibition Hall, Presentations Pavilion, B2B Meetings Zone, On-Site Amenities, Web Platforms and “Hour of Good Cheer” Reception on Wednesday
- A **Thursday Only Exhibitor Pass (\$200 + 14% HST)** will include:
 - o Access to the On-Site Amenities, Web Platforms and Opening Reception on Tuesday
 - o Access to the Exhibition Hall, Presentations Pavilion, B2B Meetings Zone, On-Site Amenities and Web Platforms and on Thursday

There will be **NO on-site lunches**. There are well over 20 restaurants within a 3-block radius of the Halifax Convention Centre and even more just outside of that distance.

IMPORTANT NOTES:

In order to register under this category, you will need to choose one of the following from the Attendee Category dropdown:

- “Industry Exhibitor Pass FULL”
- “Industry Exhibitor Pass WED ONLY”
- “Industry Exhibitor Pass THU ONLY”

As well, if you are registering using one of the “included” passes that come with your organization’s booth, your primary DEFSEC Atlantic contact person will have been sent a COUPON CODE that can be used to reduce the registration fee for that person to \$0 (**by default, the code is ONLY valid for the FULL pass**). Be sure to contact that person in order to register properly in the Online Registration Web Platform.

PARTICIPATING :: Academic Day of Connection

Sponsored by *Thales Canada*

DEFSEC Atlantic strives to address the concerns and challenges of our attendees, especially those of our core constituents, the Small and Medium Enterprises (SMEs) of Atlantic Canada. To create awareness and connection between our exhibitors and the talent being developed in the region, we started the “Academic Day of Connection” in 2017.

The Day introduces graduating students from relevant disciplines in post-secondary institutions within the Atlantic region to our attendees in the trade show setting. Exposing faculty and staff to the opportunities within our industry and region helps retain youth and talent, addressing a universal challenge in today’s workplace.

We will focus on the content, delivery and promotion of the Day of Connection as we welcome **Human Resources personnel to attend DEFSEC Atlantic free of charge** on Thursday, October 8.

Students and faculty will be on the floor that afternoon to ensure busy and productive closing hours for this year’s event.

See **Page 33** of this Manual for instructions on how to register their Human Resources personnel for FREE.

Exhibitors, be sure to INCLUDE your Human Resources personnel when planning to attend this year’s event!

If you have any questions about the Academic Day of Connection, please contact colin@defsecatlantic.ca.

PARTICIPATING :: Attending as an Industry Exhibitor (HR Professional)

If you are attending DEFSEC Atlantic as an **HR Professional from an exhibiting organization**, then you have the option to register under this category.

THURSDAY ONLY - FREE

With this pass, the **non-transferable** bearer gains admission for one to the following:

- o Access to the Exhibition Hall, Presentations Pavilion, B2B Meetings Zone, On-Site Amenities and Web Platforms and on Thursday

There is also an expectation that everyone registered under this category will be working and available in their booth between 1 pm and 4 pm, in order to meet and speak to any students and faculty that are attending as part of the “Academic Day of Connection”.

IMPORTANT NOTES:

In order to register under this category, you will need to choose “**Industry Exhibitor HR Professional Pass THU ONLY**” from the Attendee Category dropdown.

You will then need the Access Password to start the registration process in our Registration Web Platform. The password is: “**DEFSEC26ADOC**” (*no quotes*).

PARTICIPATING :: How to Register Your Personnel

This page explains the basic process and guidelines for registering attendees from your company/organization, and more critically, explains how to use the PROMO/COUPON CODE that you will be sent and need to give to those attendees whose attendance will be paid for by the “included” passes that come with your booth. You can share these instructions below with your attending employees if you choose.

The process to follow is:

1. The process we follow is that ALL attendees MUST be registered individually online.

The link to the Online Registration Web Platform is:

<https://registration.defsecatlantic.ca/>

EACH of your attending employees will need to register on their own with a unique e-mail address for EACH person. This is being done primarily so each attendee can then access any applicable online platforms using their own e-mail address. PLUS, we may require all those attendees who will attend the event to digitally acknowledge AND accept any applicable policies.

2. On the first screen, fill in your name, e-mail address and be sure to choose the correct Attendee Category.
You will only be able to change the category after you have started by e-mailing registration@defsecatlantic.ca.
3. On the screens following, complete the mandatory fields and view/skip any “information only” screens that may be part of your registration process. Then proceed to the final screen which asks for payment.
4. All attendees will either “pay” by using the COUPON CODE sent to their primary DEFSEC Atlantic Contact Person **OR** they will be required to pay by credit card **AS** they register. *There will be no post-event billing for companies.*

These coupon codes have a limited number of uses equivalent to your “entitlement” for passes included with your booth and if you are also a sponsor, those passes will be included in that number as well. It will be an internal decision within your company, as to who receives/uses a coupon code and who will be required to pay by credit card. *General attendees cannot contact the Registration Desk asking for their company’s code, it will **ONLY** be sent to the primary DEFSEC Atlantic Contact Person for that company.*

To clarify how this will work, an example is that Company “A” has a 10’x10’ booth which has an allotment of 2 Industry Exhibitor FULL Passes but would like to bring 3 people.

As Online Registration opens to everyone, the Registration Desk will send an e-mail to Company “A” with a coupon code unique to that company that can only be used 2 times (i.e., the same number of times as they have allotted Industry Exhibitor FULL Passes). *Please note that the **DEFAULT** type of coupon code that is sent out, is **valid ONLY** for the Full Passes, so it is important to choose the correct Attendee Category on the very first screen.*

In this case, two of the individuals will be given that unique coupon code by their company DEFSEC Atlantic coordinator and one of them will have to pay right away using their credit card when they go to register.

This will be the process for everyone who requires payment, there will be no exceptions.

5. Please ensure that all your attendees pre-register online to avoid long line-ups and/or any confusion on-site at the Registration Desk. If you have any questions leading up to the event week, please e-mail us at registration@defsecatlantic.ca so that we can assist you and address any concerns before the week of the Show.

6. Another important note for this year is that no attendee passes of any kind automatically include any meals and there will be NO on-site lunches. There are well over 20 restaurants of many different types just within a 3-block radius of the Halifax Convention Centre and even more just outside of that distance PLUS an extensive downtown pedway system making your walk a quick and safe one.

If you have any questions or require assistance with the Registration Process, you can reach the Registration Desk quickest by e-mail at registration@defsecatlantic.ca or you can also phone **+1 (902) 982-6985**.

PARTICIPATING :: Lead Retrieval Service Information

We are excited to offer a NEW feature to the tools we are making available this year for our Exhibitors and Sponsors! From the creator of our Online Registration System is a Lead Retrieval Service called **SCANITpro**.

SCANITpro LR is a lead retrieval platform *powered by Eventeck*, designed for trade shows and conferences. It allows exhibitors to scan attendee badges using any device with a camera, capture qualified leads, add notes and ratings, and export data as CSV files for follow-up.

When you use your device to scan the barcode on the DEFSEC Atlantic attendee badge, it will add that person to the contact database associated with your license IF the attendee has given permission in their registration record to share their contact data.

The cost of a license is **\$399.00 USD per CONCURRENT DEVICE** being used. In other words, each license is PER DEVICE in use, which means different devices can use the same license as long as they are not logged in at the same time. In order to have multiple devices in use at once requires multiple licenses. Payment for the license is directly to the provider by credit card in US Dollars.

A wide-angle photograph of the DEFSEC Atlantic 2026 exhibition hall. The hall is filled with people, mostly men in business attire, walking through aisles lined with various exhibition booths. In the background, a large red banner for "ATLANTIC CANADA AEROSPACE & DEFENCE" is visible. Other booths have signs for "Defence", "Blue", and "The Canadian Defence Security and Aerospace Exhibition Atlantic".

DEFSEC Atlantic 2026

DEFSEC Atlantic is Canada's second largest event of its kind for the Defence, Security and Aerospace industries, is open to attendees worldwide with no membership required and focuses o...

📅 Oct 6, 2026 — Oct 8, 2026

📍 Halifax Convention Centre, Halifax, NS

👤 3,000 expected attendees

\$399.00 /license

[Get License](#)

For more information and to purchase a license, visit:

<https://scanitpro.com/>

Once you create an account on the site, select the event labelled “DEFSEC Atlantic 2026” and then purchase your license. You can then set up your qualifiers so you can customize how you categorize leads. Scan attendee badges during the event and the afterwards, export and then download your leads as a CSV file.

PARTICIPATING :: Proposed Schedule

This is a summary of events that will be taking place during DEFSEC Atlantic. This schedule is subject to change at any time. There will be a number of additions to the final schedule including the details of any related events taking place during the week of the Show. It will be updated on the DEFSEC Atlantic web site on a regular basis right until the dates of the event at: <https://defsecatlantic.ca/overall-schedule/>

All times noted here are Atlantic Daylight Time

Revised as of July 26, 2026

SUNDAY, AUGUST 30

Location

2359	Early Bird Deadline for Online Registration Sponsored by Cohere	Online, Registration Web Platform
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MONDAY, SEPTEMBER 7

Location

1700	B2B/2GO Web Platform Messaging & Matchmaking Modules Launch Sponsored by Invest Nova Scotia	Online, B2B/2GO Web Platform
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TUESDAY, OCTOBER 6

Location

0800-1800	Industry Exhibition Hall Move-In	Convention LEVEL, Exhibition Halls (C1 thru C5)
0800-1800	Not-for-Profit Zone Move-In	Argyle LEVEL, Atrium Area
0800-2100	Registration Desk Open - Sponsored by Boeing Canada	Argyle LEVEL, Atrium Area
0800-2100	Attendee Services Open - Sponsor TBC	Convention LEVEL, Pre-Function Area
0800-2100	Business Centre Open - Sponsored by Aerotec Engines	Convention LEVEL, Atrium Area
1500-2100	Social Media Centre Open - Sponsored by Skyline Atlantic Canada	Convention LEVEL, Pre-Function Area
1600-2100	Lounge Area Open - Sponsored by Team New Brunswick	Ballroom LEVEL, Ballroom B3
1900-2100	Tuesday Opening Reception - Sponsored by Calian	Ballroom LEVEL, Reception Salon

WEDNESDAY, OCTOBER 7

Location

0800-1600	B2B Meetings Web Platform Timeslots Available for Day Sponsored by Invest Nova Scotia	Online, B2B/2GO Web Platform
0800-1600	B2B Meetings Zone Open Sponsored by Invest Nova Scotia	Argyle LEVEL, Argyle Suite & Room 201
0800-1600	Private Meeting Rooms Open	Convention, Ballroom & Summit LEVEL, Meeting Rooms
0800-1700	Registration Desk Open - Sponsored by Boeing Canada	Argyle LEVEL, Atrium Area
0800-1700	Attendee Services Open - Sponsor TBC	Convention LEVEL, Pre-Function Area
0800-1700	Business Centre Open - Sponsored by Aerotec Engines	Convention LEVEL, Atrium Area
0800-1700	Social Media Centre Open - Sponsored by Skyline Atlantic Canada	Convention LEVEL, Pre-Function Area
0800-1700	Lounge Area Open - Sponsored by Team New Brunswick	Ballroom LEVEL, Pre-Function Area
0830-1530	Wednesday Coffee Service Available Sponsored by Leonardo DRS	Convention LEVEL, Exhibition Halls (C1 thru C5) & Ballroom LEVEL Pre-Function Area
0830-1600	Industry Exhibition Floor Open Sponsored by Bluedrop Training & Simulation / COVE	Convention LEVEL, Exhibition Halls (C1 thru C5)
0830-1600	Not-for-Profit Zone Open Sponsored by 49North	Argyle LEVEL, Atrium Area
1010-1020	Official Wednesday Coffee Break Sponsored by Leonardo DRS	Convention LEVEL, Exhibition Halls (C1 thru C5) & Ballroom LEVEL Pre-Function Area
1230-1330	Wednesday Lunch Break (exhibition floor does not close during this time)	Downtown Halifax, Various Restaurants
1600-1700	Wednesday "Hour of Good Cheer" Reception Sponsored by Lockheed Martin Canada	Convention LEVEL, Exhibition Halls (C1 thru C5)
1730-1900	EXTERNAL EVENT - Atlantic Canada Aerospace & Defence Association (ACADA) - RECEPTION SEPARATE TICKETS ARE REQUIRED.	Ballroom LEVEL, Reception Salon
1900-2100	EXTERNAL EVENT - Atlantic Canada Aerospace & Defence Association (ACADA) - DINNER & INDUSTRY EXCELLENCE AWARDS SEPARATE TICKETS ARE REQUIRED.	Ballroom LEVEL, Ballrooms B1/B2

THURSDAY, OCTOBER 8

		Location
0800-1600	B2B Meetings Web Platform Timeslots Available for Day Sponsored by Invest Nova Scotia	Online, B2B/2GO Web Platform
0800-1600	B2B Meetings Zone Open Sponsored by Invest Nova Scotia	Argyle LEVEL, Argyle Suite & Room 201
0800-1600	Private Meeting Rooms Open	Convention, Ballroom & Summit LEVEL, Meeting Rooms
0800-1600	Registration Desk Open – Sponsored by Boeing Canada	Argyle LEVEL, Atrium Area
0800-1600	Social Media Centre Open – Sponsored by Skyline Atlantic Canada	Convention LEVEL, Pre-Function Area
0800-1600	Lounge Area Open – Sponsored by Team New Brunswick	Ballroom LEVEL, Pre-Function Area
0800-1700	Attendee Services Open – Sponsor TBC	Convention LEVEL, Pre-Function Area
0800-1800	Business Centre Open – Sponsored by Aerotec Engines	Convention LEVEL, Atrium Area
0830-1530	Thursday Coffee Service Available Sponsor TBC	Convention LEVEL, Exhibition Halls (C1 thru C5) & Ballroom LEVEL Pre-Function Area
0830-1600	Industry Exhibition Floor Open Sponsored by Bluedrop Training & Simulation / COVE	Convention LEVEL, Exhibition Halls (C1 thru C5)
0830-1600	Not-for-Profit Zone Open Sponsored by 49North	Argyle LEVEL, Atrium Area
1010-1020	Official Thursday Coffee Break Sponsor TBC	Convention LEVEL, Exhibition Halls (C1 thru C5) & Ballroom LEVEL Pre-Function Area
1100-1200	Academic “Day of Connection” Check-In at Registration Desk Sponsored by Thales Canada	Argyle LEVEL, Atrium Area
1200-1325	Academic “Day of Connection” Luncheon & Presentation(s) Sponsored by Thales Canada	Ballroom LEVEL, Reception Salon
1230-1330	Thursday Lunch Break (<i>exhibition floor does not close during this time</i>)	Downtown Halifax, Various Restaurants
1330-1600	Academic “Day of Connection” Exhibition Floor Tour & Exploration Sponsored by Thales Canada	Convention LEVEL, Exhibition Halls (C1 thru C5)
1600	B2B/2GO Web Platform Matchmaking Module Closes Sponsored by Invest Nova Scotia	Online, B2B/2GO Web Platform
1600-2359	Industry Exhibition Hall Move-Out	Convention LEVEL, Exhibition Halls (C1 thru C5)
1600-2359	Not-for-Profit Zone Move-Out	Argyle LEVEL, Atrium Area

SATURDAY, OCTOBER 31

		Location
2359	B2B/2GO Web Platform Messaging Module Closes Sponsored by Invest Nova Scotia	Online, B2B/2GO Web Platform

PARTICIPATING :: Exhibitor Checklist

Once you have confirmed your booth space AND signed your exhibitor contract, please review the following checklist:

1. Process the invoice you have received for your booth space. If you have any questions about your invoice, please contact John Benson by e-mail at john@defsecatlantic.ca or by phone at +1 (902) 237-9805. Companies who have not paid their booth invoice in full will not be permitted to set up on the floor until payment is received.
2. Book your accommodation as early as possible to ensure availability as local hotels (especially those closest to the venue) are filling very fast during the week of our event. To find out more details about the discounted room blocks at our partner hotels and/or to book your room, see **Page 8**.
3. Make arrangements for transportation to the venue. Depending on where you are coming from, this could be as simple as driving and parking OR as complex as flying and getting transportation to downtown Halifax upon arrival. We have helpful resources for both options on **Page 5** and **Page 6** of this Manual respectively.

And if you are travelling from outside of Canada, make sure that you are aware of the requirements for entering into Canada, see **Page 7** of this Manual.

4. Arrange for any services related to your booth (contact info for all service providers can be found on **Page 26**):
 - a. Our **Official Exhibit Rental Provider** is **Traction X**. They specialize in creating and installing custom portable/turnkey displays & accessories. Contact their client team with any questions.
 - b. If all your material can be directly carried in by an individual going into your booth to setup in a single trip, you do not need to deal with **Global Convention Services** for material handling. Again, only if you can do so in a single trip, material may be brought in through the front door of the Halifax Convention Centre located on Argyle Street, then proceeding directly to the Exhibition Hall on the Convention LEVEL. Or if you are parked underground at the Nova Centre Parkade, then please take the elevator, and exit on the Convention LEVEL, proceeding directly to the Exhibition Hall.

If you are not able to carry your materials in a single trip, you MUST use **Global Convention Services** to do your **material handling** via the loading docks located on Market Street. This service is **NOT** included with your booth, so be sure to contact Global Convention Services and fill out their requisite pages for Material Handling included as part of **Annex A**.

If you require any additional handling such as **advance shipments** to their warehouse and **pre/post-show storage**, you should also contact them and make those arrangements directly. Costs for these services will be provided and billed directly to you by them.

- c. An Exhibitor Appointed Contractor (EAC) is a third-party contractor hired by you, the exhibitor, to provide assistance with your equipment, display, or products during move-in/move-out and is not an employee of your company or from Global Convention Services. If this is the arrangement you have for your booth setup and teardown, you MUST submit a completed EAC form (see **Annex F**) by e-mail to registration@defsecatlantic.ca **NO LATER than September 14, 2026**.
- d. Our **Exclusive Materials Handling Partner** and **Official Trade Show & Exhibit Services Provider** is **Global Convention Services**. As noted above, they can handle your booth materials on arrival and departure from the Halifax Convention Centre. They also provide warehousing, electrical services, vehicle marshalling, wired internet services, booth decorating services, plants, furnishings, cleaning, turnkey setups and much more. They generally offer Discounted Pricing, but to take advantage of it, you must place your order and send payment in full by **September 22, 2026**. Their Exhibitor Kit is included as **Annex A** of this Manual. Also, you must place any Advance (ie. not on-site) Orders no later than **September 29, 2026**. Be sure to contact Dave Prime if you have any questions.

- e. **Encore** are our technology experts and **Official Audio/Visual, Presentation Staging and Lighting Services Provider**. Please contact them regarding audio/visual requirements, lighting services, presentation staging services, digital services, and electronics equipment rentals. The A/V order form is included as **Annex B** of this Manual. Contact David Smith to inquire.

They are also our **Exclusive Rigging Services Provider**. You should contact them for a quote and order for any rigging services (i.e. anything that needs to be hung/suspended above your booth area) that you require. Contact Kirk Beazley to inquire.

- f. If you are considering a form of on-site catering (i.e. Food & Beverage Service) at any time throughout the event week, all requests must first go through the Show Management team for review. Once reviewed, the **Exclusive Provider of Catering Services** to work with is the **Halifax Convention Centre**. The limited selection menu is included as **Annex C** of this Manual. Contact Kathleen King to inquire.

- 5. You will be sent a personalized e-mail (*expected to be in the first week of September*) with instructions on how to login to our Interactive Floorplan and Company Profile Web Platform, so that you can edit your own company's profile listing. We use a system called ExpoFP. You will be able to post all your relevant company contact information, description, etc. Also, your profile can be enhanced with social media links, file downloads and multimedia (i.e. photos & video). The sooner you login to update your profile, the sooner that information is visible to everyone online and then on-site at our interactive floorplan kiosks. We will **NOT** have a printed publication, so this listing via our online platforms will replace what you would normally have written in a printed edition. Logos are automatically included with your listing and we will reach out directly to you if we do not already have a current logo on file for your company.

Any questions regarding your listing should be directed to John Benson, who can be reached via e-mail at john@defsecatlantic.ca or by phone at **+1 (902) 237-9805**.

- 6. Registration for exhibitors will be completely online. ALL attendees **MUST** be registered individually. A link will be sent out to all exhibiting companies, as well as posted on our web site once live. All attendees will either "pay" by using a coupon code provided in a separate e-mail to each exhibiting company for their "included" passes OR they will be required to pay by credit card AS they register. There is **no post-event billing** this year for attendees. A full description of the process to register is included on **Page 34** of this Manual.
- 7. Plan your meals ahead, especially your lunch. It is important to note that this year **no attendee passes of any kind includes** any meals at the venue. There are over 20 restaurants just within a 3-block radius of the Halifax Convention Centre and even more just outside of that distance. Beyond ensuring you have proper nutrition and energy while at the Show, your mealtimes are a great way to make informal (or even formal) introductions and to network with others attending the Show.

However, we highly recommend that when possible, you make reservations at local restaurants, as those closest to the venue and nearby hotels will fill the fastest all through the week and you may encounter longer than planned waits. You can find helpful resources for meals on **Page 44** of this Manual. Discover Halifax also has a great program known as "Show Your Badge" which provides discounts and/or special offers at nearby places, simply by showing your DEFSEC Atlantic attendee badge while there. You can find a link about this program on **Page 44** of this Manual.

- 8. ACADA Dinner & Industry Excellence Awards. Organized by the Atlantic Canada Aerospace & Defence Association (ACADA), a popular event that takes place the Wednesday evening each year alongside DEFSEC Atlantic that creates a platform for Atlantic Aerospace and Defence member businesses to be showcased. Attendees typically include key national and international industry members, military and government representatives and delegates. The evening typically features a reception, high-quality meal, speakers, and presentation of the ACADA Industry Excellence Awards.

It is **very important to note** that a number of exhibiting companies **opted to include tickets** to the Dinner when booking their booth. If you already have booked tickets for the Dinner using this route, there is no need for your employees to also individually purchase tickets as part of their registration process with us. The only exception would be if your company has a certain number of tickets purchased and that person would be over and above the number of tickets already paid for with the booth invoice. Individual tickets are priced at **\$295 + 14% HST** each and corporate tables of 10 can also be purchased, both of which must be booked directly through ACADA at the following URL: <https://ac-ada.ca/events/acada-dinner-and-industry-excellence-awards/>

If you have any specific questions, you can also contact the dinner organizer, **Jolie Mack-Lewis**, by e-mail at jolie.macklewis@ac-ada.ca.

9. We offer a couple options for advertising at the Show. If you would like to have an insert placed into the bags being given to all the attendees, please inquire with us as you can purchase this opportunity for a nominal fee of **\$400 + 14% HST**. We will be printing and handing out 1500 Attendee Bags this year, so you will need to provide 1500 of the particular item that you will be including in the bag. Your orders to provide inserts should be placed with us **by Monday, September 14, 2026**, and we will need to know what you plan to insert - most often this is a brochure, rack card, postcard, etc. We do have a few restrictions as to what can be placed in the bags, and the shipping address, which is date-dependent, will need to be discussed at the time of placing the order. The items that you are sending to be inserted should be received **no later than Friday, September 25, 2026**.

For any questions or to place an order, please contact John Benson, who can be reached via e-mail at john@defsecatlantic.ca or by phone at **+1 (902) 237-9805**.

10. If your company requires a dedicated private meeting room, we have several available for rent for one or both days (Wednesday & Thursday) during the Show. They are located on the **Summit LEVEL** (*four levels above Exhibition*) of the Halifax Convention Centre and almost always sell out well before the Show, so if you have interest, you should inquire early in your planning.

More detailed information about the private meeting rooms can be found on **Page 24** of this Manual. Please direct any questions and/or orders to John Benson, who can be reached via e-mail at john@defsecatlantic.ca or by phone at **+1 (902) 237-9805**.

11. One of the key features of DEFSEC Atlantic is our facilitated B2B Meetings Program, sponsored this year by Invest Nova Scotia. The B2B Meetings Zone is located on the Argyle LEVEL (*one level above the Exhibition*).

We will be using an all-in-one web platform combining matchmaking, messaging and scheduling for the meetings. An important note is that we will only be facilitating in-person meetings at our event – virtual/online meetings will NOT be offered.

Full details of this highly popular program can be found on **Page 23** of this Manual. Be sure to register to attend the Show earlier on, so you can gain access to the meetings platform in a timely fashion before the Show.

12. Correspondingly with the technologies we make available, then **plan your activities** taking place while on-site at our event. These can include:
 - a. Visiting the Exhibition Halls and viewing the exhibiting company booths. You can plan your list and route around the venue using the Interactive Floorplan – available both online and on-site at touchscreen kiosks.
 - b. Participating in networking opportunities and social events.
 - c. Attending the presentations and panels in-person and watching what they missed or would like to view again via the on-demand videos that will be made available online AFTER the event for registered attendees (*if the presenter permits*).

- d. Meeting with other attendees, both in-person and virtually to conduct and develop your business.
 - e. Take note of several peripheral/related activities taking place during the week of DEFSEC Atlantic and participate in those that interest you. We will post any events we are made aware of on our web site.
 - f. And enjoy the warm hospitality of the people of Halifax and Nova Scotia in general!
13. If you have special requests for your booth or require special arrangements or simply need a question answered, please do not hesitate to contact us. We'll do our very best to assist you!

Contact Show Management by e-mail at registration@defsecatlantic.ca.

PARTICIPATING :: Advertising in the Attendee Bags

We offer this option for advertising at the Show. If you would like to have an insert placed into the bags being given to all the attendees, please inquire with us - you can purchase this opportunity for a **nominal fee of \$400 + 14% HST**.

This is a great, cost-effective way to get your message out to all attendees!

We will be printing, filling and handing out 1500 Attendee Bags this year, so you will need to provide 1500 of the particular item that you will be including in the bag.



Your **order to provide inserts should be placed with us by September 14, 2026**. We will need to know what type of item you plan to insert - most often this is a brochure, rack card, postcard, etc. We do have a few restrictions as to what can be placed in the bags, and the shipping address, which is date-dependent, will need to be discussed at the time of placing the order. The items that you are sending to be inserted **should be received no later than September 25, 2026**.

For any questions or if you would like to place an order, please contact John Benson, who can be reached via e-mail at john@defsecatlantic.ca or by phone at +1 (902) 237-9805.

PARTICIPATING :: Exploring the City of Halifax

Discover the City of Halifax

Whether you're a long-time local or visiting from farther away, let us help you experience all that there is to love about Halifax, Nova Scotia. The city provides many options for you to see and enjoy while in the city attending DEFSEC Atlantic.

- **Food & Drinks**
<https://discoverhalifaxns.com/food-drink/>
- **Shopping**
<https://discoverhalifaxns.com/things-to-do/shopping/>
- **Things To Do**
<https://discoverhalifaxns.com/things-to-do/>

Welcome to Downtown Halifax

Downtown Halifax is a place of historic character and modern grace, with just a touch of urban grit. Here boutiques, galleries, and pubs are tucked into grand old buildings, all stitched together by safe, walkable, people-friendly streets. With no sprawling lots or urban highways, it's compact, bustling, and easy to explore on foot – all you need is an appetite for discovery...

- **Experience Downtown**
<https://downtownhalifax.ca/>
- **Accommodations in Downtown Halifax**
<https://members.downtownhalifax.ca/directory/Search/accommodations-526696>

Visiting Halifax for Business

Here are some useful links to business travellers visiting Halifax:

- **Halifax Business Traveller Guide**
https://issuu.com/discoverhalifaxns/docs/halifax_business_traveller_guide?fr=sZGlxNzg3ODMxNjI
- **The Aerospace & Defence Sector in Halifax**
<https://businesseventshalifax.com/expertise/aerospace-sector/>
- **“Show Your Badge” Program**
(for any registered DEFSEC Atlantic attendees once you have checked-in)
<https://discoverhalifaxns.com/showyourbadge/>

SERVICE PROVIDER DOCUMENTS

ANNEX A - Global Convention Services Exhibitor Kit

ANNEX B - Encore Audio/Visual Order Form

ANNEX C - Halifax Convention Centre Side Meeting Food & Beverage Selections

ANNEX D - Traction X Brand Experiences Booth Rental Information

ANNEX E - Expo Logistics Group Company Profile

ANNEX F - Exhibitor Appointed Contractor (EAC) Information Request Form (fillable)

ANNEX G - IAEE Guidelines for Display Rules and Regulations (2023 Update)

ANNEX H - Canada Border Services Agency (CBSA) Event Recognition Letter

ANNEX A

Global Convention Services
Exhibitor Kit

DEFSEC Atlantic 2026
October 6-8, 2026
Halifax Convention Centre
Halifax, NS

Global Convention Services is pleased to be appointed as the official Service Contractor for DEFSEC Atlantic 2026

In the following pages, please find the necessary order forms for infrastructure, signage, and material handling to assist you in having a successful exhibition experience.

Please send completed order forms along with the Method of Payment (last page) to info@globalconvention.ca.

Be sure to take advantage of the discounted rates on various items, by ordering no later than [September 22, 2026](#) Note, discount dates may vary based on product.

Should you have any questions, please feel free to contact our Exhibitor Services team by email at info@globalconvention.ca or by phone at [902-425-1400](tel:902-425-1400).

We look forward to working with you on this event and wish you a successful show.

SERVICE CONTRACTOR CONTACT: Global Convention Services
1658 Market Street
Halifax, NS B3J 1K9
Tel. 902-425-1400 Fax: 902-423-4129
Email: info@globalconvention.ca

BOOTH EQUIPMENT: **CONVENTION LEVEL - 10' x 10' booth packages, including:**
* 8' high BLUE draped backwall and 3' high BLUE draped sidewalls
* 1 –110 volt, 15 amp electrical outlet

EXHIBITOR MOVE-IN:

Monday	October 5, 2026	10:00 AM	-	6:00 PM	Large Exhibitors
Tuesday	October 6, 2026	8:00 AM	-	6:00 PM	Regular Exhibitors

EXHIBITION DATES:

Tuesday	October 6, 2026	7:00 PM	-	9:00 PM
Wednesday	October 7, 2026	8:00 AM	-	5:00 PM
Thursday	October 8, 2026	8:00 AM	-	4:00 PM

EXHIBITOR MOVE-OUT: Thursday October 8, 2026 4:00 PM - 11:59 PM

ADVANCE PRICE DEADLINE: In order to receive discounted rates on selected items, we must receive your order and payment by date below. Orders received after this date will be subject to Retail prices.
Note, discount dates may vary based on product. **September 22, 2026**

ORDERING DEADLINE: Ordering for this event will be available until: **September 29, 2026**
Please contact our Exhibitor Services Department for availability after this date.

MATERIAL HANDLING: To expedite the move-in process we highly recommend sending all materials to the Global Advance Warehouse.
** *In the event that a forklift is not available on show site for this event, additional fees will apply if a forklift is required for your materials.*
** *Additional fees may be incurred if freight requires special handling from/to receiving doors to booth space due to venue restrictions.*

SHIPMENTS: Please refer to the Material Handling order form for further information, costs and shipping labels.

ADVANCE SHIPMENTS should arrive between the dates indicated below. Freight received at advance warehouse prior to, or after, these dates will be subject to additional handling fees.
September 1, 2026 to **September 29, 2026**

DIRECT TO SITE SHIPMENTS to arrive during scheduled exhibitor move-in times only!!
** *Freight received at venue in advance of exhibitor move-in risk having freight either refused by venue or re-directed to Global Advance Warehouse, with expenses and fees billed back to exhibitor.*

All material entering the facility and handled by Global Convention Services will incur material handling fees. This includes but is not limited to the use of the loading dock facilities, elevator access to show floor and any equipment used to deliver materials to your booth or other designated area within the facility. Any materials arriving on show site outside the dedicated move in dates and times will be subject to a 25% surcharge for special handling and storage.

POST-SHOW STRANDED FREIGHT: Any freight left on the show floor at conclusion of Global tear-down will either be shipped by the official carrier or re-directed to Global Advance Warehouse with all expenses billed back to exhibitor.



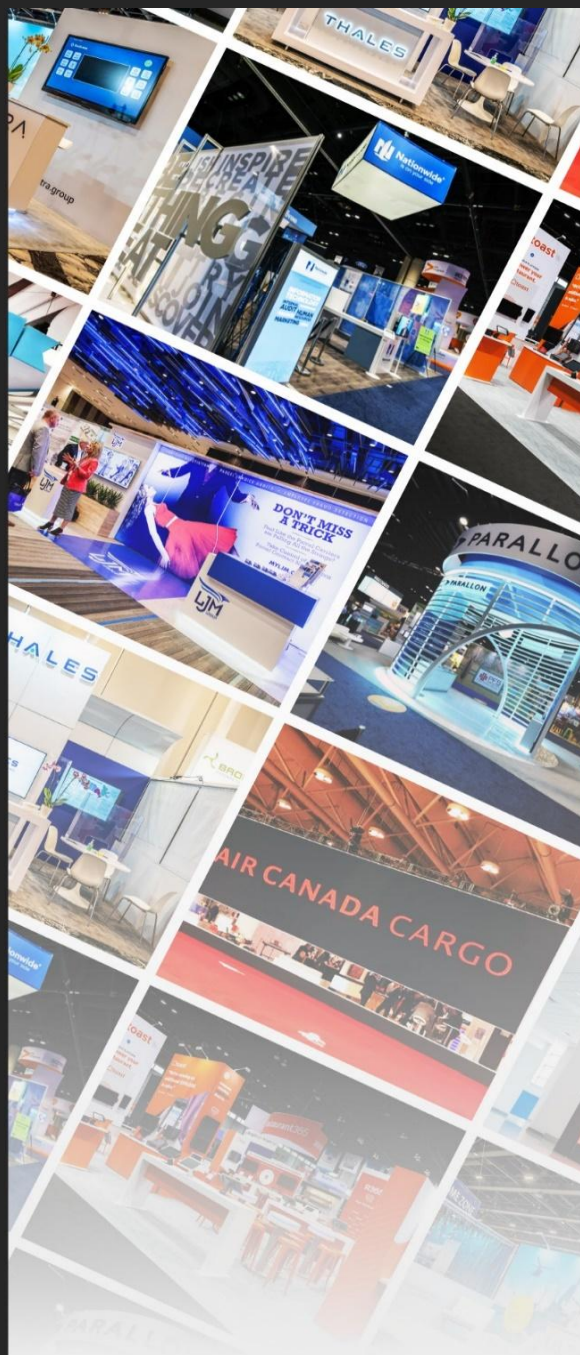
Want to really **STAND OUT** In the crowd?

Custom Built Exhibit Booths
and Accessories

Please contact us at
info@globalconvention.ca

To Get A Quote

globalconvention.ca



EVENT NAME DEFSEC Atlantic 2026

DATES October 6-8, 2026

Exhibiting Company

Booth #

Contact Name

Booth Size

TABLES				
<i>*Dressed tables are show color unless otherwise requested</i>				
Description	Qty	Advance	Retail	Total
30" Height Tables				
2'x4' Vinyl Top Table - No Skirt		\$75	\$98	
2'x6' Vinyl Top Table - No Skirt		\$85	\$111	
2'x8' Vinyl Top Table - No Skirt		\$101	\$131	
2'x4' Skirted Table (Vinyl Top, Skirted 3 Sides)		\$116	\$151	
2'x6' Skirted Table (Vinyl Top, Skirted 3 Sides)		\$124	\$161	
2'x8' Skirted Table (Vinyl Top, Skirted 3 Sides)		\$140	\$182	
30" High Extra Skirt (To Skirt 4th Side)		\$65	\$85	
40" Counter Height Tables				
2'x4' Vinyl Top Table - No Skirt		\$93	\$121	
2'x6' Vinyl Top Table - No Skirt		\$106	\$138	
2'x8' Vinyl Top Table - No Skirt		\$122	\$159	
2'x4' Skirted Table (Vinyl Top, Skirted 3 Sides)		\$139	\$181	
2'x6' Skirted Table (Vinyl Top, Skirted 3 Sides)		\$152	\$198	
2'x8' Skirted Table (Vinyl Top, Skirted 3 Sides)		\$173	\$225	
40" High Extra Skirt (To Skirt 4th Side)		\$75	\$98	
Round Pedestal Tables				
Meeting Table (30" Tall, 30" Dia)		\$109	\$142	
Cruiser Table (40" Tall, 30" Dia)		\$189	\$246	
Cruiser Table w/Black Spandex		\$221	\$287	
SUB-TOTAL TABLES				

SEATING				
<i>*** All items subject to availability ***</i>				
Description	Qty	Advance	Retail	Total
Fabric Side Chair		\$79	\$103	
Bar Height Stool w/Wire Back (Padded Seat)		\$131	\$170	
"Z" Stool		\$98	\$127	
SUB-TOTAL SEATING				
PREMIUM SEATING				
<i>*** All items subject to availability ***</i>				
Leather Tufted Padded Stool		\$184	\$239	
White () Black ()				
Squared Back Leather Club Chair		\$455	\$592	
White () Black ()				
Squared Back Leather Loveseat		\$618	\$803	
White () Black ()				
SUB-TOTAL PREMIUM SEATING				

DRAPE & HARDWARE ** Rented per Linear Foot				
☐ Blue ☐ Silver ☐ Black ☐ Green ☐ Show				
3' High Pipe & Drape		\$9.10	\$11.83	
8' High Pipe & Drape		\$11.70	\$15.20	
Steel Only- No Drape (Bases, 8' Uprights, Crossbar)		\$6.75	\$8.78	
SUB-TOTAL DRAPE & HARDWARE				

SUMMARY	
Tables	\$
Seating	\$
Premium Seating	\$
Drape & Hardware	\$
SUB-TOTAL	\$
<i>Carry this total to Method of Payment form</i>	

EVENT NAME DEFSEC Atlantic 2026 DATES October 6-8, 2026

Exhibiting Company _____ Booth # _____

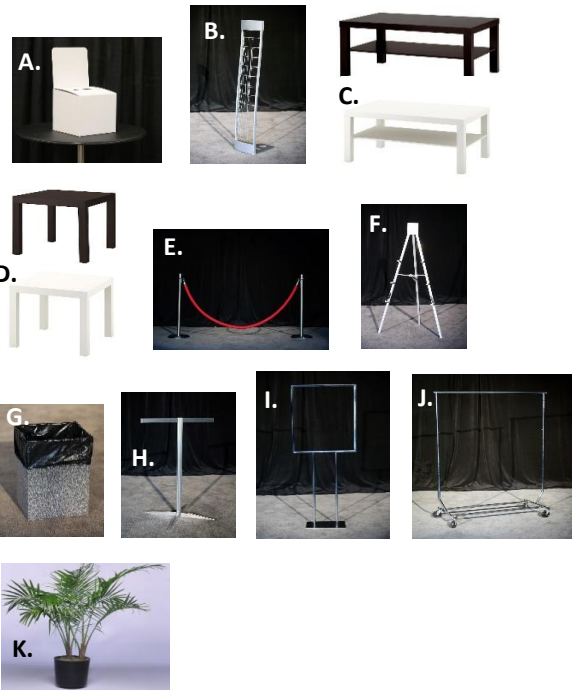
Contact Name _____ Booth Size _____

ACCESSORIES

* All items subject to availability.

*** Items may not be exactly as shown and may be substituted for similar item. ***

	Description	Qty	Advance	Retail	Total
A.	Cardboard Ballot Box (10"x10"x10") * Label Available- See Signage Form		\$22	\$29	
B.	Literature Rack (Floor Model)		\$212	\$276	
C.	Coffee Table White () Black ()		\$195	\$254	
D.	End/Side Table White () Black ()		\$127	\$165	
E.	Rope & Stanchions- Price per Section (1 Velour Rope & 2 Chrome Stanchions)		\$78	\$101	
F.	Easel (Aluminum, Tri-Pod, Floor Model)		\$60	\$78	
G.	Wastebasket		\$27	\$35	
H.	Bag Holder (1m tall, 2 arms)		\$81	\$105	
I.	Sign Holder (22"x28"x5" tall) * Sign Available- See Signage Form		\$91	\$118	
J.	Rolling Coat Rack, Chrome		\$111	\$144	
K.	Plant (Tropical, 2'-3' High) * Specialty Plants Available Upon Request		Contact Global office for quote		
SUB-TOTAL ACCESSORIES					



PORTABLE DISPLAYS & COUNTERS

* All items subject to availability.

*** Items may not be exactly as shown and may be substituted for similar item. ***

	Description	Qty	Advance	Retail	Total
A.	1m Standard Counter w/Sliding Doors at Back (White, 1m x 0.5m deep x 1m tall)		\$267	\$347	
B.	1m Curved Front Counter w/Sliding Doors at Back (White, 1m x 0.5m x 1m tall)		\$403	\$524	
C.	1/4 Round Counter, White - Open in Back		\$507	\$659	
D.	1m Display Showcase, Double Shelf, White/Acrylic		\$631	\$820	
E.	1m Jewellery Display, Single Shelf, White/Acrylic		\$533	\$693	
F.	Ballot Box Display (1/2m x 1/2m x 1m tall)- White or Black PVC Panels and Acrylic White () Black ()		\$289	\$376	
G.	Ballot Box Display (1/2m x 1/2m x 1m tall)- White PVC Panels		\$289	\$376	
H.	Bannerstand Frame Rental (Includes graphic panel)		\$540	\$702	
I.	Posterboard (8'x4', Velcro Adaptable)		\$228	\$296	
SUB-TOTAL PORTABLE DISPLAYS & COUNTERS					



** Graphic panels available for counters. See Signage Form for pricing.

SUMMARY

Accessories \$ _____
Portable Displays & Counters \$ _____
SUB-TOTAL \$ _____
Carry this total to Method of Payment form

EVENT NAME DEFSEC Atlantic 2026 **DATES** October 6-8, 2026

Exhibiting Company **Booth #**
Contact Name **Booth Size**

CARPET, PROTECTIVE PLASTIC and CARPET PADDING

- ** Colours subject to availability. Select first and second desired colour.
** Exhibitors will be responsible for any damage to installed carpet (cuts or tears, wheel cleaner, etc) and shall be billed to the exhibitor at the full replacement cost.
- Booth spaces larger than 20' x 20' must use bulk carpet pricing.
 - Booth and bulk carpet supplied in 10' x 10' increments.
 - Custom sized bulk carpet refers to sizes that do not fall under the 10'x10' increments (example 25' x 35').
 - It is the responsibility of the exhibitor to remove plastic prior to show opening.

1st Colour Choice: ☐ Grey ☐ Black ☐ Blue ☐ Red

2nd Colour Choice: ☐ Grey ☐ Black ☐ Blue ☐ Red

Description	Quantity	Advance	Retail	Total
Broadloom - 10' x 10'		\$253	\$329	
Broadloom - 20' x 10'		\$515	\$670	
Broadloom - 30' x 10'		\$683	\$888	
Broadloom - 20' x 20' (1)		\$890	\$1,157	
Bulk Carpet, 10'x10' Increments (1,2) Size	x	\$2.30	\$2.99	
Custom Sized Bulk Carpet (3) Size	x	\$3.60	\$4.68	
Protective Plastic (4) Size	x	\$0.98	\$1.27	
Carpet Padding Size	x	\$2.13	\$2.77	
SUB-TOTAL CARPET, PROTECTIVE PLASTIC & PADDING				

*** Payment must be received with order. Orders will not be processed without payment. ***

*** No credits will be granted for carpet, padding or protective plastic if order is cancelled at anytime. ***

BOOTH CLEANING

Service Option	Booth Size	Total Sq. Ft.	X	Advance	Retail	Total
A Initial vacuum before first day only	x		x	\$0.65	\$0.85	
B 2 Day Service: Daily vacuum & empty waste basket	x		x	\$1.30	\$1.69	
C 3 Day Service: Daily vacuum & empty waste basket	x		x	\$1.95	\$2.54	
SUB-TOTAL BOOTH CLEANING						

SPECIAL INSTRUCTIONS:

SUMMARY

\$

Carry this total to Method of Payment Form

Send completed form along with Method of Payment to info@globalconvention.ca

EAST-TS (HCC) 2025 (Apr/2026) v1

EVENT NAME DEFSEC Atlantic 2026 **DATES** October 6-8, 2026

Exhibiting Company _____ **Booth #** _____

Contact Name _____ **Booth Size** _____

Single 110 volt, 20 amp, duplex outlet --- OPTION A

* **Electrical outlets are supplied to the back of the booth.**

- * Permanent building receptacles are not part of booth space. Electrical must be ordered prior to utilizing this source.
- * Borrowing power from an adjoining booth is not permitted.
- * We recommend the use of power bars with surge protectors.
- * Extension cords & power bars are the responsibility of the exhibitor.

Equipment Operating: _____

Special Electrical Power --- OPTION B

Equipment Operating: _____

*** Complete and fax or email to office for quote ***

of Volts? _____ Single Phase or 3 Phase? _____ # of Amps? _____

Do you require your equipment hardwired? _____

If no, please specify type of receptacle required or receptacle number: _____

Draw plug configuration
(as shown on your equipment):



COMPLETE YOUR ELECTRICAL ORDER HERE

Description	Quantity	Advance	Retail	Amount
Single 110v, 20 amp, duplex electrical outlet (*1) --- <u>Option A</u>		\$150.00	\$200.00	
Special electrical power (*2) --- <u>Option B</u> -- To be quoted. Contact office.				
Power Placement In Booth (Labour Only) - PER PLACEMENT (*3) (*4) Does not include flat extension cord rental or electrical outlet.		\$80.00	\$104.00	
5m, 3 prong, extension cord (*5)		\$39.00	\$51.00	
5m, flat extension cord (*5)		\$51.00	\$66.00	
Power Bar (*5)		\$26.00	\$34.00	

*1 Power is placed at the back of the booth space unless power placement is requested and ordered.

*2 Submit your requirements, along with picture or sketch of plug configuration to Global for quote.

*3 Power Placement Service (Under Carpet or Over Flooring): Power will be placed prior to any carpet/flooring being installed. Any installed flooring will need to be removed at the cost to the Exhibitor before electrical cords can be installed. Layout must be provided. The Exhibitor or Exhibitor-Appointed-Contractor (EAC) will be responsible to cut the flooring to allow access to the outlet. The Exhibitor or EAC will be responsible to install the power in built structures.

*4 Power Placement Service (Non-Carpeted or Non-Flooring Booth): Layout must be provided. The Exhibitor or EAC will be responsible to install the power in built structures.

*5 Rental does not include power or power placement.

SUMMARY

\$

Carry this total to Method of Payment form



HALIFAX OFFICE:
1658 Market Street, Halifax, NS, B3J 1K9
Tel. 902-425-1400 Fax. 902-423-4129
E-mail: info@globalconvention.ca

**HALIFAX
CONVENTION
CENTRE**

ORDERING DEADLINE: September 29, 2026

EVENT NAME DEFSEC Atlantic 2026 **DATES** October 6-8, 2026

Exhibiting Company: _____

Booth # _____

Contact Name: _____

Booth Size _____

PRE-PAYMENT REQUIRED

Please complete and return along with Method of Payment Form to secure services.

I HEREBY AUTHORIZE GLOBAL CONVENTION SERVICES AND/OR ITS AGENTS TO PROVIDE SERVICES AS OUTLINED IN THIS ORDER AND AGREE TO ASSUME COMPLETE RESPONSIBILITY FOR ALL CHARGES FOR AGREED SERVICES WITH ATTACHED CREDIT CARD INFORMATION.

Approval: _____

Name (Print): _____

INTERNET SERVICES

Item	Quantity	Unit Price	Total
Wired Internet Access - 10 Mbps		\$225.00	
Wired Internet Access - 20 Mbps		\$450.00	
Custom Internet Requirements - Greater Than 20 Mbps		to be quoted	
Rush charge on orders received after ordering deadline		\$50.00	
		Sub-Total	

SUMMARY

\$

Carry this total to Method of Payment Form

PLEASE RETURN THIS FORM TO GLOBAL CONVENTION SERVICES BY ORDERING DEADLINE DATE ABOVE.

Send completed form along with Method of Payment to info@globalconvention.ca

Questions? Contact Global Convention Services at info@globalconvention.ca

EAST-TS (HCC) 2025 (Apr/2026) v1

WIRED INTERNET

EVENT NAME DEFSEC Atlantic 2026 **DATES** October 6-8, 2026

Exhibiting Company _____ **Booth #** _____

Contact Name _____ **Booth Size** _____

HARDWALL BOOTH PACKAGES



10' x 10' Hardwall Package:

- * White PVC Panels
- * One Black Lettered Company Header
- * Two Arm Lights (**does not include power**)
- * Set Up & Dismantle



20' x 10' Hardwall Package:

- * White PVC Panels
- * Two Black Lettered Company Headers
- * Four Arm Lights (**does not include power**)
- * Set Up & Dismantle

Custom header(s) & graphic panels available. See Signage Form for pricing.

Description	Quantity	Advance	Retail	Total
10' x 10' Hardwall Booth Package		\$1,937	\$2,518	
20' x 10' Hardwall Booth Package		\$2,470	\$3,211	
Upgrade PVC panel to Pegboard Panel * (per 1m x 2.5m panel)		\$155	\$202	
Upgrade PVC panel to Slatwall Panel * (per 1m x 2.5m panel)		\$228	\$296	
LED Arm Light for Hardwall Displays		\$75	\$98	
Shelving (White Melamine, 1m long x 12" deep)		\$86	\$112	
SUB-TOTAL HARDWALL BOOTH PACKAGES				

* Global does not carry accessories & hardware.

REQUIRED INFORMATION FOR HARDWALL BOOTH PACKAGES

Headers: Black lettering on white PVC. All CAPS lettering.

Header # 1 to read (10' x 10' and 20' x 10' systems)

Header # 2 to read (20' x 10' systems only)

SUMMARY

\$

Carry this total to Method of Payment form

Send completed form along with Method of Payment to info@globalconvention.ca

EAST-TS (HCC) 2025 (Apr/2026) v1

EVENT NAME DEFSEC Atlantic 2026 DATES October 6-8, 2026

Exhibiting Company _____ Booth # _____

Contact Name _____ Booth Size _____

BOOTH ID and SHOW SIGNAGE

- ** All signage pricing is based on Global Convention Services in-house printing.
Expect additional charges for RUSH printing, outsourced printing and last minute shipping/delivery.
- ** Preferred logo file formats: Vector EPS, high resolution TIF or PDF (minimum 300 dpi).
- ** Date for artwork deadline will be supplied at time of order.

Description (Width x Height)	Qty.	Unit Price	RUSH	Total
BOOTH ID SIGNS ^^^ Print to Coroplast, Non-Laminated, Holes Drilled for Hanging (with exception of 11"x9" sign)				
11" x 9" with easel back (for table)		\$47.90	\$62.30	
36" x 8"		\$52.80	\$68.65	
44" x 7"		\$61.10	\$79.40	
22" x 17"		\$63.00	\$81.90	
28" x 14"		\$66.30	\$86.20	
SHOW SIGNAGE ^^^ Print to Coroplast, Non-Laminated (with exception of ballot box label)				
8" x 8" Vinyl Label for Cardboard Ballot Box		\$28.00	\$36.40	
22" x 28"		\$95.70	\$124.40	
44" X 28"		\$135.30	\$175.90	
40" X 30"		\$135.30	\$175.90	
Brass Grommets (Rings) for hanging- Per Sign		no charge	no charge	
Holes Drilled for hanging- Per Sign		no charge	no charge	
SUB-TOTAL SIGNAGE				

Width _____ x Height _____
W

Width _____ x Height _____
W

H

*I would like
my sign(s) to
read / logo:*

H

CUSTOM BOOTH SIGNAGE

- * We feature in-house graphic designers at a rate of \$75 per hour (minimum 1 hour) to design your artwork per your specifications.
- * Preferred artwork file formats: Vector EPS, high resolution TIF or PDF with all fonts converted to curves, no bleeds, a resolution of 150 dpi at the actual printed size is best but for large TIF or EPS files, you may submit your files at 50% of file size, minimum 100 dpi resolution. Low resolution PDF's should accompany files.
- * Panel size(s) and deadline date for artwork will be supplied at time of order.

Description	Qty.	Unit Price	RUSH	Total
HARDWALL BOOTH GRAPHICS *** Print to PVC Panel, Non-Laminated				
10' Custom header (price per header)		\$330.00	\$429.00	
Graphic panel for backwall and/or sidewalls (price per panel)		\$515.00	\$670.00	
Graphic panel for lower rail sidewalls (price per panel)		\$211.00	\$274.00	
COUNTER GRAPHICS *** Print to PVC Panel, Non-Laminated				
Graphic front panel for 1m standard counter		\$211.00	\$274.00	
Graphic front panel for 1m curved front counter		\$232.00	\$302.00	
Graphic front panel for 1/4 round counter		\$330.00	\$429.00	
Graphic side panel for counters (price per panel)		\$106.00	\$138.00	
SUB-TOTAL CUSTOM SIGNAGE				

SUMMARY

\$ _____
Carry this total to Method of Payment form

EVENT NAME DEFSEC Atlantic 2026 DATES October 6-8, 2026
Exhibiting Company _____ Booth # _____
Contact Name _____ Booth Size _____

SPECIFICATIONS ON SHIPMENTS - IN-BOUND * Please provide copy of waybill *****

Carrier Name	Description	(L x W x H)	Weight
	Example: Crate	6' x 3' x 4'	859
Expected Delivery Date			
Estimated Total Weight			
		Total Weight	

CALCULATION OF ORDER

** A material handling charge based on CWT (per 100 lbs. with a minimum 200 lb. charge) will be applied for any exhibitor freight handled by Global Convention Services Ltd.

** Rates are per shipment received. Avoid additional fees by shipping all freight in one shipment.

EXAMPLES	Total Weight		CWT (100 lbs.)	Round up CWT (100 lbs.)	X	Price per CWT (100 lbs.)	Estimated Total Cost (200 lb. Min.)
Shipments <u>LESS</u> than 200 lbs.	200	/ 100	2	2	X	\$110.00	\$220.00
Shipments <u>OVER</u> 200 lbs.	859	/ 100	8.59	9	X	\$110.00	\$990.00

Service Type	Total Weight		CWT (100 lbs.)	Round up CWT (100 lbs.)	X	Price per CWT (100 lbs.)	Estimated Total Cost (200 lb. Min.)
ADVANCED WAREHOUSE		/ 100			X	\$110.00	
DIRECT TO SHOW SITE		/ 100			X	\$145.00	
POST-SHOW RETURN TO WAREHOUSE		/ 100			X	\$110.00	

REMINDER: SHIPMENTS 200 LBS OR LESS ARE SUBJECT TO A MINIMUM 200 LB CHARGE, PER SHIPMENT. SEE EXAMPLE ABOVE.

*** PLEASE READ CONDITIONS ON NEXT PAGE FOR DETAILED DESCRIPTION OF SERVICES.

*** Global Convention Services does not offer shipping, customs or brokerage services.

*** Global Convention Services Post-Show Return to Warehouse: Additional storage fees will apply after 5 business days on close of event.

*** Global Convention Services is not liable for any freight left in our warehouse, post-show, for more than 30 days.
Freight in our possession for more than 30 days will be disposed.

Freight Accepted at Global Advanced Warehouse: September 1, 2026 - September 29, 2026

Freight Accepted at Show Site: October 5 or 6, 2026

SUMMARY

\$

Carry this total to Method of Payment form

CONDITIONS

- * Global Convention Services must be notified 14 days in advance of move in on any individual piece that exceeds 5000 lbs. or requires special handling or equipment. Global Convention Services reserves the right to deem which items require additional labor and special handling or equipment and assess charges accordingly.

LIABILITY

- * Global Convention Services has limited liability for damage caused to shipments while being handled and is not responsible for concealed damage, or damage or loss of merchandise after delivery to booth before or during installation time, or at conclusion of show prior to delivery to common carrier.
- * Shipments should be insured by the exhibitor.
- * The condition, count, and contents of the materials found in the booths at the time of actual removal will be final and binding and Global Convention Services reserves the right to alter exhibitor's bill of lading to reflect damage while handling loose exhibit materials or those inadequately packed.
- * Global Convention Services will not be responsible for failure or delay performing service when delay is caused by strike, labor stoppage, or any other cause unavoidable or beyond their control.
- * The liability of Global Convention Services is hereby limited to \$0.30 per pound per article, to a maximum of \$30.00 per article, \$150.00 per shipment. Values exceeding this limitation should be insured by shipper.

IMPORTANT INFORMATION

- * Material Handling Form must be submitted at least **14 days** prior to show.
- * Collect shipments **will not** be accepted.
- * All shipments must be clearly marked with number of pieces, shipping address, show name, company name, and booth number.
- * All pieces on a skid must contain a shipping label in the event the freight gets removed from the skid by your freight carrier.
- * Global Convention Services weight estimates are final and binding unless weigh scale tickets are provided at time of receipt of shipment.
- * Minimum 200 lb. charge will apply to shipments weighing less than 200 lbs.
- * **Billing is based on a per shipment received. Avoid additional fees by shipping all freight together.**
- * **International Shipping:** Customs paperwork, and any associated charges, are the sole responsibility of the exhibitor.

ADVANCED WAREHOUSE MATERIAL HANDLING

- * Shipments to arrive during scheduled delivery dates provided, during normal business hours of 9:00 am - 4:00 pm, Monday - Friday. Additional material handling and delivery charges will apply to shipments received before or after selected dates.
- * Service includes storage of freight during specified dates, delivery to booth, removal and return of empty containers, reloading of shipment from booth onto designated outbound carrier.

DIRECT TO SITE MATERIAL HANDLING

- * **Shipments to arrive during scheduled move-in times only.** Freight received prior to this date risk having their freight refused by the facility, or redirected to Global Convention Services Advance Warehouse with fees charged back to exhibitor.
- * *Global Convention Services must be notified in advance of exhibitor move in for direct to site material handling requests.*
- * Service includes handling of exhibitor freight from facility receiving doors, delivery to booth, removal and return of empty containers, reloading of shipment from booth onto designated outbound carrier.
- * All material entering the facility will incur material handling fees. This includes but is not limited to the use of the loading dock facilities, elevator access to show floor and any equipment used to deliver materials to your booth or other designated area within the facility.

OUTBOUND SHIPMENTS

- * Exhibitor is responsible for repacking their freight.
- * **It is the exhibitor's sole responsibility to label each piece of outbound shipment and to provide a completed Bill of Lading covering each outbound shipment. Exhibitor is also responsible for payment arrangements with their carrier.**
- * Global Convention Services will not be responsible for delay of rush shipments, which will be expedited to the best of their ability.
- * **Exhibitor to make arrangements with their shipper to have freight picked up within the allotted move out times.**
- * The right is reserved to re-route any outbound shipment not picked up by exhibitor's specified carrier during the allotted move out period. Exhibitor material remaining after move-out period without forwarding instructions will either be "forced freight" with official event transport OR returned to Global advance warehouse where material handling fees will be applied. Both options will be at exhibitor's expense.
- * No liability of any nature shall attach to Show Management or Global Convention Services for exhibit material abandoned at the exhibit site.
- * **Any freight returned to advance warehouse post-show will be subject to post-show material handling charges.**

NOTE: Freight will not be released to ground transport until account has been settled with Global.

POST-SHOW MATERIAL HANDLING (RETURN TO ADVANCE WAREHOUSE)

- * Arrangements for Return to Warehouse services must be made in advance of, or prior to, show closing.
- * Exhibitors are responsible for return shipping labels, customs paperwork & Bill of Ladings. Return shipping labels must be on ALL pieces.
- * **International Shipping:** Customs paperwork, and any associated charges, are the sole responsibility of the exhibitor.
- * Exhibitors are responsible to schedule pick up from Global Convention Services' advance warehouse location.
- * **Exhibitors are to make payment arrangements with ground transport or courier prior to pick up.**
- * **All Global charges or fees must be paid in full and in good standing prior to the release of freight to ground transport or courier.**

USE THESE LABELS FOR SHIPPING TO ADVANCED WAREHOUSE. Complete & submit Material Handling form to order advance warehouse material handling service.

Freight accepted at advanced
warehouse (Mon-Fri, 9am-4pm)

September 1, 2026 TO **September 29, 2026**

To: GLOBAL CONVENTION SERVICES
120 Crane Lake Drive
Beechville/Halifax, NS B3S 1B4

Show: **DEFSEC Atlantic 2026**

Exhibitor: _____

Booth #: _____

Piece #: _____ of _____

USE THESE LABELS FOR SHIPPING TO ADVANCED WAREHOUSE. Complete & submit Material Handling form to order advance warehouse material handling service.

Freight accepted at advanced
warehouse (Mon-Fri, 9am-4pm)

September 1, 2026 TO **September 29, 2026**

To: GLOBAL CONVENTION SERVICES
120 Crane Lake Drive
Beechville/Halifax, NS B3S 1B4

Show: **DEFSEC Atlantic 2026**

Exhibitor: _____

Booth #: _____

Piece #: _____ of _____

Material Handling - Shipping Labels --- Advance Warehouse

USE THESE LABELS FOR SHIPPING DIRECT TO SHOW SITE.

Complete & submit Material Handling form to order show site material handling service.

!!! Freight to arrive on site during scheduled move in time only !!!

Monday, October 5, 2026 or Tuesday, October 6, 2026

To: GLOBAL CONVENTION SERVICES
c/o Halifax Convention Centre
1650 Argyle Street
Market Street Loading Door
Halifax, NS, B3J 0E6

Show: **DEFSEC Atlantic 2026**

Exhibitor: _____

Booth #: _____

Piece #: _____ of _____

USE THESE LABELS FOR SHIPPING DIRECT TO SHOW SITE.

Complete & submit Material Handling form to order show site material handling service.

!!! Freight to arrive on site during scheduled move in time only !!!

Monday, October 5, 2026 or Tuesday, October 6, 2026

To: GLOBAL CONVENTION SERVICES
c/o Halifax Convention Centre
1650 Argyle Street
Market Street Loading Door
Halifax, NS, B3J 0E6

Show: **DEFSEC Atlantic 2026**

Exhibitor: _____

Booth #: _____

Piece #: _____ of _____

EVENT NAME DEFSEC Atlantic 2026 **DATES** October 6-8, 2026

Exhibiting Company _____ **Booth #** _____

Contact Name _____ **Booth Size** _____

EMERGENCY CONTACT NAME & CELL NUMBER: _____

IMPORTANT INFORMATION

- * **BOOTH DRAWINGS AND INSTRUCTIONS MUST ACCOMPANY THIS LABOUR REQUEST.**
- * Minimum 2 hour call out, per man, on labour and stand-by, thereafter charged in half hour increments.
- * Global supervised rate is 25% of total labor. *Please note that Display Company/Exhibitor supervisor must be a qualified supervisor with general knowledge of display and all its components.*
- * **Supervised labor must check in at service desk.**
- * Start time guaranteed only at start of working day.
- * Global supervised jobs will be completed at our discretion prior to show opening.

DISPLAY BOOTH INFORMATION

Type of System _____ System Size _____
Special tools required for installation _____ Ladder(s)? ☐ Yes ☐ No Size _____ Quantity _____
Specify Details: _____

POWER: ☐ Included in Booth Pkg ☐ Ordered by Exhibitor ☐ Ordered by Display House ☐ Not Applicable

CARPET: ☐ Hall Carpeted ☐ Included in Booth Pkg ☐ Ordered by _____ ☐ With Display

FREIGHT - Installation: ☐ Global advance warehouse ☐ ***Direct to Show Site** Carrier: _____

Expected number of pieces & weight: _____

FREIGHT - Dismantle ☐ Return to advance warehouse ☐ ***Direct from Show Site*** Carrier: _____

RATES: **ST** (Standard Time- 1) 8:00am - 4:30pm Monday to Friday
OT (Overtime- 1.5) 4:30pm - 8:00am Monday to Friday, All Day Saturday
DT (Double Time- 2) All day Sunday & Holidays

ESTIMATED INSTALLATION REQUIREMENTS

Date Required, Day 1 _____ Start Time _____ End Time _____
Date Required, Day 2 _____ Start Time _____ End Time _____

ST	_____ # Labourers x _____	# Hours x \$ 124.00	= \$ _____
OT	_____ # Labourers x _____	# Hours x \$ 186.00	= \$ _____
DT	_____ # Labourers x _____	# Hours x \$ 248.00	= \$ _____

Global Supervised ☐ Add 25% for Global Supervision \$ _____
Exhibitor/Display House Supervised ☐ **ESTIMATED INSTALLATION** \$ _____
Supervisor Name & Cell # _____

ESTIMATED DISMANTLE REQUIREMENTS

Date Required, Day 1 _____ Start Time _____ End Time _____
Date Required, Day 2 _____ Start Time _____ End Time _____

ST	_____ # Labourers x _____	# Hours x \$ 124.00	= \$ _____
OT	_____ # Labourers x _____	# Hours x \$ 186.00	= \$ _____
DT	_____ # Labourers x _____	# Hours x \$ 248.00	= \$ _____

Global Supervised ☐ Add 25% for Global Supervision \$ _____
Exhibitor/Display House Supervised ☐ **ESTIMATED DISMANTLE** \$ _____
Supervisor Name & Cell # _____

SUMMARY

\$ _____

Carry this total to Method of Payment form

EVENT NAME DEFSEC Atlantic 2026 **DATES** October 6-8, 2026

Exhibiting Company Billing Information

Exhibiting Company: _____ Booth # _____
Exhibiting Company Billing Address: _____
City / Province / Postal Code: _____
Contact Name: _____
Telephone: _____ Fax: _____ Email: _____

Third Party Company Information * If Applicable *****

Third Party Company Name: _____
Third Party Billing Address: _____
City / Province / Postal Code: _____
Contact Name: _____
Telephone: _____ Fax: _____ Email: _____

Services to be invoiced to Third Party Company

- ☐ All Global Services ☐ Booth Cleaning ☐ Signage ☐ In-Booth Forklift
☐ Furnishings ☐ Electrical ☐ Material Handling ☐ Other _____
☐ Carpet, Plastic, Padding ☐ Hardwall Displays ☐ Display I & D Labour

INFORMATION

- * Payment must accompany order. Order will not be processed without payment.
- * Advance pricing available until the date specified on order forms and when accompanied with payment.
- * Global reserves the right to invoice at retail prices on orders received after pre-show deadline.
- * Prices are based on duration of event and include site delivery, installation, and removal.
- * Prices are in Canadian funds.
- * Exhibitors are responsible for damage or loss of rental material.

CANCELLATION OF ORDERS

- * Cancellation of equipment, or orders, prior to Global set up - subject to a 25% cancellation fee.
 - * If full service has been provided - subject to a 100% cancellation fee (no refund).
 - * **Upon arrival to your booth for set up**, confirm that all items pre-ordered have been delivered to your booth.
- Notify the Global Service Desk immediately for any missing items.
NOTE: Refunds will not be issued post-show if missing item(s) were not reported to Global Service Desk.

PAYMENT INFORMATION

ORDERS WILL NOT BE PROCESSED WITHOUT PAYMENT

- ☐ **BANK TRANSFER & E-TRANSFERS**
* Send e-transfers to: accounting@globalconvention.ca Include Exhibiting Company name, quote # and/or event name in memo.
* Contact office for Bank Transfer details
* Customers are responsible for any bank processing fees

☐ **CREDIT CARD**

For your convenience, we will use this authorization to charge your credit card account for your advance orders, and any additional amounts incurred as a result of show site orders placed by your representative. These charges include labour & material handling services.

PAYMENT INFORMATION

Purchase Order # (if applicable) _____
(P.O. is for vendor's reference only)

- 1 A quote for your order will be submitted via email which will contain a secure pay link to make payment by credit card.
- 2 All orders must be paid in full at time order is placed to secure your order.
- 3 All requests for material handling, forklift services, or labour must be paid in advance. In addition, the client must provide a valid credit card to be kept on file prior to the provision of such services. By providing a credit card the client authorizes charges for any applicable overages, additional services, time extensions, equipment usage, labour, or other adjustments incurred in connection with the services provided.
- 4 All other required fields on this payment form must be completed in full for processing.

Tables, Seating & Drape	\$	_____
Accessories & Counters	\$	_____
Carpet, Plastic & Cleaning	\$	_____
Electrical	\$	_____
Internet	\$	_____
Hardwall Displays	\$	_____
Signage	\$	_____
Material Handling	\$	_____
Display Labour	\$	_____

Sub-Total of Items	\$	_____
14% HST	\$	_____
TOTAL ORDER (CDN)	\$	_____

By signing below, you acknowledge and agree to the above terms and conditions, as well as all terms contained within this exhibitor kit.

Signature: _____
Copy of invoice sent on request.

☐ Email _____
Send completed forms to info@globalconvention.ca

ANNEX B

Encore

Audio/Visual Order Form



encoreSM

EVENTS THAT TRANSFORM

DATE :			
CONTACT :			
COMPANY :			
ADDRESS :			
ADDRESS :			
	CITY	PROVINCE	POSTAL CODE
TEL # :			
EMAIL :			

SHOW NAME :	DEFSEC Atlantic 2026	
VENUE :	Halifax Convention Centre	NS
	Name	Province
ROOM :		
BOOTH # :		
# SHOW DAYS :		
INSTALLATION DATE :	MM/DD/YYYY	TIME
DISMANTLE DATE :	MM/DD/YYYY	TIME

QTY.	DESCRIPTION	DAY RATE	# OF DAYS	LABOUR
FLAT SCREEN MONITORS				
	28" FLAT SCREEN MONITOR (tabletop only)	\$ 180.00		\$ 47.25
	40" FLAT SCREEN MONITOR (tabletop only)	\$ 225.00		\$ 47.25
	55" FLAT SCREEN SMART MONITOR with Stand	\$ 450.00		\$ 189.00
	70" FLAT SCREEN SMART MONITOR with Stand	\$ 750.00		\$ 189.00
	80" FLAT SCREEN MONITOR with Electric Lift Stand/Skirt	\$ 992.00		\$ 189.00
	55" TOUCH SCREEN MONITOR with Stand	\$ 1,000.00		\$ 189.00
	98" FLAT SCREEN SMART MONITOR with Stand	\$3000.00 EVENT rate		\$ 189.00
	138" FLAT SCREEN SMART MONITOR with Stand (low quantities available)	\$7000.00 EVENT rate		\$ 189.00
COMPUTERS				
	WINDOWS 2.4 GHz LAPTOP COMPUTER	\$ 280.50		\$ 47.25
OTHER DISPLAYS				
	LED Pillar - Image/content creation is an extra charge (https://theatrixx.com/en/product/totem-2-5mm/)	\$ 834.75		\$ 236.25
SIGN RIGGING (please include photos and drawings along with sign dimensions/weight)				
	SIGN RIGGING (Set/Dismantle Labour, Rigging Point, & Approval)	\$ 1,120.20		

* An additional 25% will be added to any sign rigging quotes sent less than 2 weeks before an event. encore reserves the right to alter the sign rigging quotation based on the dimensions and weight of the sign provided. Any changes to the quotation will be communicated by your encore Sales Manager.

All A/V must be ordered in advance. Additional charges may apply to orders submitted less than 2 weeks before an event. Equipment is subject to availability.

Please complete form and return by email to:
Kirk Beazley - Kirk.beazley@encoreglobal.com

For custom quotes, rigging, truss structures and all other, please contact:
Kirk Beazley - Kirk.beazley@encoreglobal.com

Orders under \$5,000 are required to be paid before the start of the event. Your sales person will connect you with our Accounts Receivable team and they will send you a secure link for payment.

ANNEX C

Halifax Convention Centre
Side Meeting Food & Beverage Selections



**HALIFAX
CONVENTION
CENTRE**

DEFSEC Atlantic 2026

Side Meeting Food & Beverage Selections

BREAK MENU

- *Break items available between 7:00 am and 5:00 pm.*
- *Subject to the 2-hour max set.*
- *All items have a minimum of 25.*
- *Prices are based on per person, plus 18% service charge and 14% tax.*

Drinks Available:

- Coffee/Tea Served with Cream, 2% Milk & Oat Milk, Sugar & Sweetener - \$6++
- Assorted Cold Beverages -Billed on Consumption - \$5++
- Sparkling Water - -Billed on Consumption - \$5++
- Pitchers of Water with Glasses - \$1++

Food Items Available:

- Chef's Choice Assorted Pastry – 1pc person \$6++
- Cookies – 1 pc per person \$3.5++
- Mini Muffins – 2pcs per person - \$6++
- Sliced Fruit with Berries Garnish – (GF/VF) \$11++
- Fruit & Seed Granola Bars - (GF/VF) -1 pc per person \$5.75
- Cheese Display – (V) \$15++
- Crudité Bars with Dips - \$11++ (GF/V)

BREAKFAST MENU

- *Breakfast Service is available between 6:30 am and 10:00 am daily.*
- *Subject to the 2-hour max set.*
- *All items have a minimum order of 25.*
- *Prices are based on per person, plus 18% service charge and 14% tax.*

The Continental - \$27++

- Assorted Juices
- Baked Goods including (1 per person) Sweet & Savory Muffins, Turnovers VG, Mini Loaves, Sweet & Savory Scones, Roasted Pepper Cornbread (v)
- Yogurt
- Sliced Seasonal Fruit & Berries (GF/VF)
- Coffee/Tea
- Pitchers of Water and Glasses

Healthy Home Run - \$36++

- Scrambled Eggs with Chives, Aged Cheddar Cheese with Blistered Cherry Tomatoes (v)
- Juice
- Oxford Wild Blueberry & Banana Smoothie (GF/V)
- Yogurt
- Sliced Fruit & Berries
- Chicken Sausages
- Roasted Mini Potatoes (GF/VF)
- Coffee/Tea
- Pitchers of Water and Glasses

LUNCH MENU

- *Lunch Service is available between 11:00 am to 2:00 pm daily.*
- *Subject to the 2-hour max set.*
- *All items have a minimum order of 25.*
- *Prices are based on per person, plus 18% service charge and 14% tax.*

Sandwich Buffet - \$39++

GF options available based on a provided dietary list.

Chef Daily Soup (GF/VF)

Chef's Choice Daily Salad (GF/VF)

Chef's Choice Daily Sandwich Creation

- A selection of 3 sandwiches included. Based on 2 pieces per person. Sandwiches selection will include:
 - o 1 vegan option included
 - o 1 halal chicken option included
 - o 1 other chef's choice sandwich

Fruit Pies with Sugar Crust & Fruit Salad (VF)

Coffee/Tea Served with Cream, 2% Milk & Oat Milk, Sugar & Sweetener

Pitchers of Water with Glasses

Hot Chicken Entrée of the Day \$42++

Vegetarian alternatives available based on provided dietary list

Chef Daily Soup (VF/GF)

Chef's Choice Daily Salad (GF/VF)

Chef's Daily Halal Chicken Entrée paired with Chef's choice starch and seasonal vegetables (GF)

Fruit Pies with Sugar Crust & Fruit Salad (VF)

Coffee/Tea Served with Cream, 2% Milk & Oat Milk, Sugar & Sweetener

Pitchers of Water with Glasses

Add-ons Available:

- Assorted Cold Beverages (Billed on Consumption) -\$5++

ANNEX D

Traction X Brand Experiences
Booth Rental Information

OFFICIAL CUSTOM EXHIBIT SUPPLIER · DEFSEC ATLANTIC

DEFSEC ATLANTIC BOOTH RENTALS

HALIFAX · OCT 6–8, 2026

Turnkey booths, secure demo builds, and a compressed 10-week critical path to land your team on the Halifax floor ready to sell.



Booth design Fabrication AV integration Install On site project management

Traction X is the official supplier of custom exhibit rentals for DEFSEC Atlantic. From 10×10 rentals to large island builds, we design, fabricate, ship, install, and strike — one team start to finish.



OUR PROCESS

THREE STEPS FROM FIRST CALL TO SHOW FLOOR.

STEP 1 REACH OUT

Book a meeting

Email or call us to book a quick intro meeting — we scope your booth, secure-zone needs, and timeline.

STEP 2 WE DESIGN

3D design + estimate

You get a tailored 3D concept and a clear estimate — no guesswork, no back-and-forth.

STEP 3 WE DELIVER

We handle the rest

Fabrication, AV, freight, install, on-site PM, and strike — one team from concept to show floor.

CONTACT

REACH SEAN DIRECTLY FOR DEFSEC ATLANTIC.

NAME

Sean Court

EMAIL

sean@tractionx.ca

PHONE

+1 (782) 409-2527

OFFICIAL SUPPLIER

Traction X — official supplier of custom exhibit rentals for DEFSEC Atlantic.

IMPORTANT TIMELINES

- FIRST WEEK OF AUGUST 2026** **Book your booth rental**
Secure your fabrication slot and lock the compressed 10-week critical path for the October 6–8 show.
- EARLY AUGUST 2026** **Design lock**
Final 3D booth concept, secure-zone layout, and AV plan approved so fabrication starts on time.
- LATE AUGUST 2026** **Fabrication begins**
In-house CNC, metalwork, and graphic production for custom rental builds and branded activations.
- EARLY SEPTEMBER 2026** **Graphics & AV ready**
All content, demo hardware, screens, and lighting confirmed and tested before shipping.
- MID-SEPTEMBER 2026** **Ship to Halifax**
Freight to the Halifax Convention Centre with buffer time for customs, freight, and any last-minute changes.
- OCTOBER 5, 2026** **Install & rehearsal**
On-site build, AV checkout, and final walkthrough the day before DEFSEC Atlantic opens.
- OCTOBER 6–8, 2026** **Show days**
DEFSEC Atlantic 2026 at the Halifax Convention Centre.

OFFERINGS

Custom exhibit rentals

Turnkey rentals from 10×10 to large island builds — design, fabrication, AV, install, and strike included.

Portable display sales

Buy a modular system you can rebrand and reuse across CANSEC, AUSA, and other defence shows.

Multi-show programs

One build, multiple events. Refresh graphics, restock, and redeploy to stretch your budget across the season.

ANNEX E

Expo Logistics Group
Company Profile



COMPANY PROFILE

EXPO LOGISTICS GROUP
1-877-420-0237
expologisticsgroup.com
info@expologisticsgroup.com



WHO WE ARE

At Expo Logistics Group, our mission is to simplify freight management with fast, dependable, and cost-effective solutions tailored for the trade show and events industry. We strive to lead the logistics landscape throughout North America and around the globe.

Our expertise is rooted in the secure handling and transportation of high-value, time-sensitive freight. We dedicate our resources to developing innovative, tailored solutions that address the unique needs of each client. Guided by a customer-focused mindset, we consistently think beyond conventional approaches to deliver exceptional results.

Drawing on extensive industry experience, we continually advance our technology to enhance efficiency and elevate the level of service we provide. Above all, our unwavering commitment to customer-centered service remains at the core of everything we do.



NOTABLE TRADE SHOWS



OUR SERVICES

TRANSPORTATION

Our expert shipping teams ensures your freight arrives on time and in perfect condition. We take pride in our flexibility and reliability, offering tailored solutions to meet each client's unique requirements.

GROUND FREIGHT

We offer a comprehensive range of ground shipping solutions to meet any need. Whether your freight is large or small, traveling locally or across the country, we provide a customized approach tailored to your specific requirements. With us, you can be confident your shipment is in expert hands.

- ✓ Less Than Truckload
- ✓ Full Truckload
- ✓ White Glove Service
- ✓ Expedited

- High Value Cargo Insurance
- Pad Wrapping
- Oversize & Overweight
- Certified Scale Tickets
- Multiple Delivery Personnel
- Team Drivers
- Volume Shipping
- Life Gate/Pallet Jack
- Packing and Unpacking
- Debris Removal



AIR FREIGHT

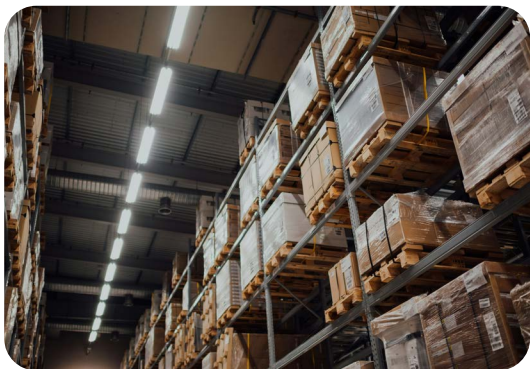
For time sensitive deliveries, our air transportation service offers the perfect solution. We provide domestic and international air freight options designed to ensure your cargo arrives on schedule, every time. Count on us for reliable, efficient air freight services tailored to your business needs.

- ✓ Same Day
- ✓ Next Day
- ✓ Second Day
- ✓ Deferred Air

- High Value Cargo Insurance
- Multiple Delivery Personnel
- Volume Shipping
- Life Gate/Pallet Jack
- Packing and Unpacking
- Oversize & Overweight
- Certified Scale Tickets

CUSTOMS & BROKERAGE

For shipments moving across borders, our customs and brokerage services provide seamless support from start to finish. We handle the complexities of international regulations to ensure your trade show and event freight clears customs quickly and efficiently. Count on us for accurate documentation, smooth coordination, and dependable expertise tailored to your shipping needs.



WAREHOUSING & STORAGE

Our warehousing services integrate seamlessly with your operations, ensuring your products are stored securely, managed efficiently, and delivered to customers on time.





Expo Logistics Group

EXPO LOGISTICS GROUP
1-877-420-0237
expologisticsgroup.com
info@expologisticsgroup.com

ANNEX F

Exhibitor Appointed Contractor (EAC)
Information Request Form (fillable)



DEFSEC Atlantic 2026

HALIFAX CONVENTION CENTRE
HALIFAX, NOVA SCOTIA, CANADA
OCTOBER 6 - 8, 2026

Exhibitor Appointed Contractor Guidelines

An Exhibitor Appointed Contractor (EAC) is a contractor hired by the exhibitor to provide assistance with your equipment, display, or products during move-in and/or move-out and is not an employee of your company (with the exception of manufacturers' reps) or of an official supplier for the show.

Exhibitors and EACs must comply with the following guidelines:

1. An EAC shall have the right to provide services (except those services that are exclusive) and to utilize qualified employees on the exhibit floor at the request of an exhibitor. Exclusive services must be contracted through the corresponding official supplier.
2. The EAC must keep in effect an insurance policy covering the duration of October 5 through October 10 that is in agreement with the Insurance Requirements set forth by DEFSEC Atlantic. An original Certificate of Insurance must be submitted to Show Management by September 14, 2026.
3. EAC must abide by existing labor regulations and/or contracts and rules and regulations established by the Halifax Convention Centre and DEFSEC Atlantic. All services provided by an EAC must be completed in a timely, professional manner within the established times for move-in/out.
4. The EAC must have all licenses, permits or bonding required by federal, provincial, or municipal governments and Halifax Convention Centre prior to commencing work. The EAC must be able to provide Show Management with evidence of compliance on request.
5. The exhibit floor, aisles, loading docks, service and storage areas will be under control of Global Convention Services (GCS). The EAC must coordinate all activities with them and must fully cooperate and not interfere with the efficient utilization of labour.
6. To gain admittance to the exhibit floor, the EAC must possess and be able to provide DEFSEC Atlantic a true and valid order for services from an exhibitor.
7. The EAC should perform all services in a professional manner and not engage in solicitation of current or future business on the exhibit floor at all times. Exhibitors are responsible for the conduct of the contractors they appoint.
8. All EAC personnel working in the exhibit hall will need to check-in with Global Convention Services upon arrival at the venue.
9. The EAC must confine operations within the exhibit area of the exhibitor. Aisles and vacant areas may not be used as work, storage, or dispatch areas.
10. It is the responsibility of the EAC to restore the exhibit space to its initial condition (i.e., properly remove all installed tape from the floor and any bulk trash from exhibit hall such as skids or crates). GCS will bill the EAC accordingly for any labour necessarily provided to complete such tasks.
11. The Exhibitor is responsible for providing the EAC with any necessary information pertaining to the exhibit hall (i.e., utilities, order forms, dates, hours, shipping information, etc.).
12. EAC agrees to comply with all DEFSEC Atlantic rules and regulations, including those found in the Show Manual, and shall ensure that its actions do not cause an Exhibitor to violate those rules and regulations or their DEFSEC Atlantic Exhibitor Contract Terms & Conditions.
13. Under no circumstances will DEFSEC Atlantic be liable for any lost profits or any incidental, special, indirect, punitive, or consequential damages of EAC, regardless of whether such losses or damages were foreseeable or Show Management was informed of the possibility of such losses or damages.

Exhibitor Appointed Contractor Request Form

Deadline: September 14, 2026

Exhibiting Company:

Booth #:

We intend to use the following Exhibitor Appointed Contractor to perform services in our booth:

EAC Company Name:

Primary Contact Person:

Address:

City:

Province/State:

Country:

Postal/Zip Code:

Phone:

Fax:

E-Mail Address:

Type of Service to be Provided:

Install/Dismantle

Booth Design & Supervision

Equipment Rental/Set-Up

Other

Exhibitor's Authorization of EAC Agreement:

I/we certify that I/we have authorized the EAC named above for services on our exhibit at DEFSEC Atlantic 2026. I/we further certify that I/we agree to and accept the Guidelines for the EAC. I/we will instruct the EAC to provide DEFSEC Atlantic with a Certificate of Insurance verifying the required coverage no later than September 14, 2026. I/we understand that we are responsible for the actions of this EAC while completing services for our exhibit booth.

Name (please print):

Date:

Please return to:

John Benson, Deputy Director, DEFSEC Atlantic

E-Mail: john@defsecatlantic.ca



ANNEX G

IAEE Guidelines for Display Rules and Regulations
(2023 Update)

Guidelines for Display Rules and Regulations

2023 North American Update



Made possible by a generous grant from

Freeman⁺

The following **Guidelines for Display Rules and Regulations** have been established by the International Association of Exhibitions and Events® (IAEE) to assist in promoting continuity and consistency among North American exhibitions and events. This revised 2023 edition is offered as a resource for exhibition and event organizers to use in creating consistent and fair exhibiting standards for their events.

Recognizing that every show is unique, IAEE presents the information contained within as recommendations or suggestions for exhibiting standards each Organizer should consider. Organizers are encouraged to review the **Guidelines** and then develop their own show-customized set of exhibiting rules and regulations based on the individual features of their specific exhibition or event.

Once an Organizer has finalized their show's official set of display rules, it is good practice to provide access to a digital copy within the show's exhibitor prospectus, an exhibitor services kit, and the official rules and regulations pertaining to exhibitor participation. By providing exhibitors with the professional standards expected of their displays and participation, they will be prepared to properly design, build and plan their booth's layout and content allowing for an environment where all exhibitors will have the opportunity for successful interaction with their audiences.

Important Note: Although compliance with fire, safety, the U.S. Americans with Disabilities Act (ADA), and other state, federal or provincial government requirements have been addressed, Organizers should always check with exhibition service contractors and the facility for specific details on local regulations and requirements.

*IAEE is a global association that serves as the foremost authority on exhibitions and events management and operations, and these **Guidelines** are the model for most North American exhibitions and events but in all instances, organizations should consult their legal counsel. In no event shall IAEE be held liable for damages of any kind in connection with the material, methods, information, techniques, opinions or procedures expressed, presented, or illustrated in these **Guidelines** or related materials.*



International
Association of
Exhibitions and Events®

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IAEE has identified two distinctly different styles of show display regulations. One style is “Line-of-Sight” while the second is “Cubic Content.” Organizers should decide which style is best suited to their event or designated section of the event. Organizers might find line of sight rules are best for linear booths and cubic content rules for configurations of island, peninsula or perimeter booths.

LINE-OF-SIGHT STYLE

Line-of-Sight display rules provide restrictions on certain areas of booths to allow attendees to view neighboring booths in their line of sight as they walk the floor. There are a variety of booth types, and each one is addressed below with specific insight on how to implement Line-of-Sight regulations.

LINEAR OR IN-LINE BOOTH

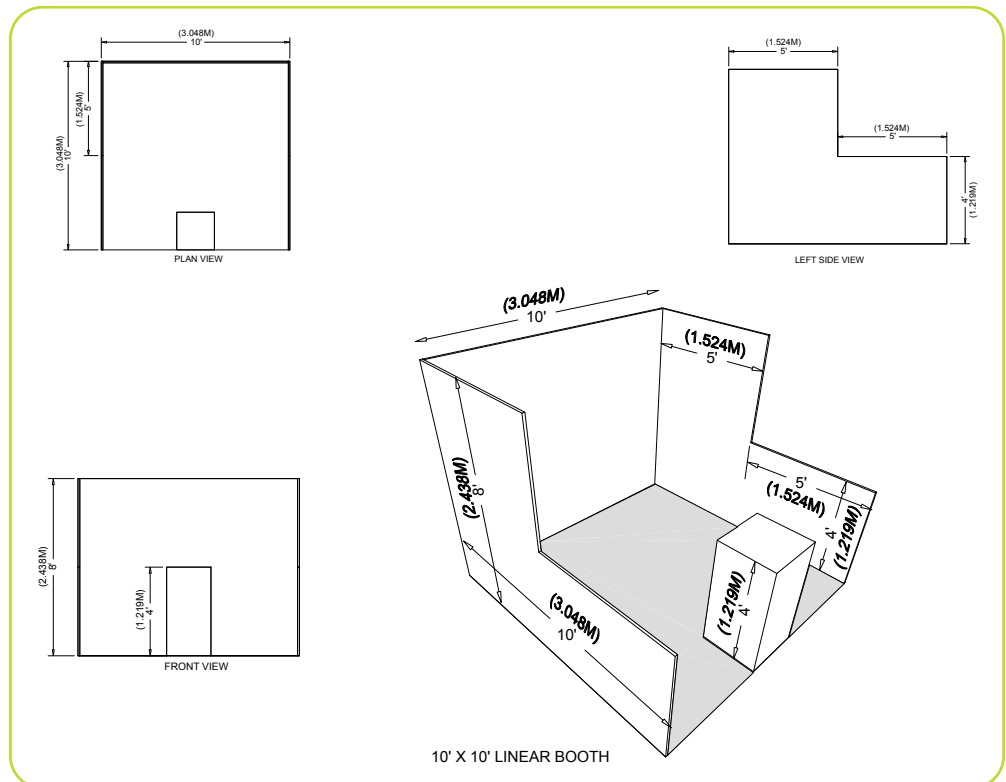
The ability to have products or services easily seen by attendees as they walk the aisles is essential to all exhibitors, and that is the basis for including a Linear Booth Line-of-Sight setback rule. Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is specified to prevent display materials from imposing on neighboring exhibits behind the back wall.

Use of Space

Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc., display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.

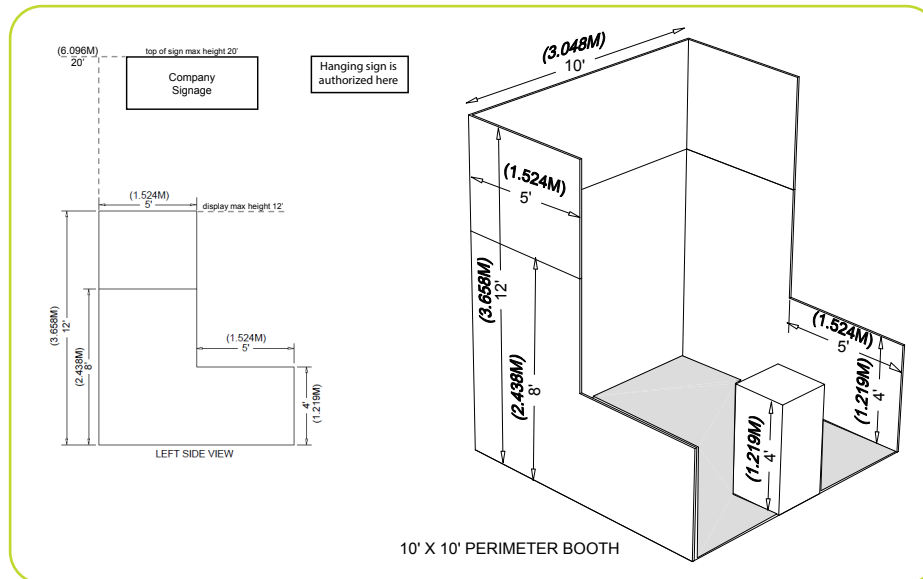


CORNER BOOTH

A Corner Booth is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All guidelines for Linear Booths apply.

PERIMETER BOOTH

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

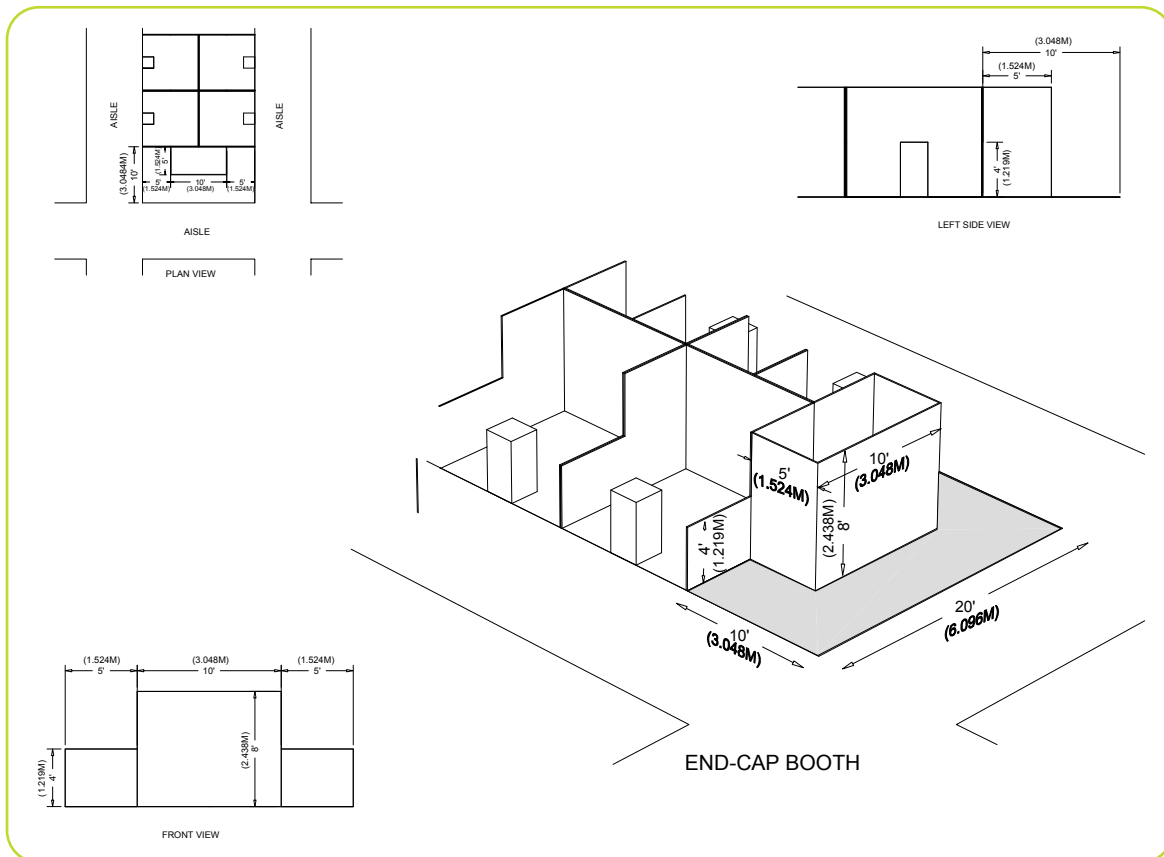


Dimensions and Use of Space

All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height for Perimeter Booths is 12ft (3.66m).

END-CAP BOOTH

An End-cap configuration is essentially an in-line (linear) booth placed in the position of a Peninsula or Split Island. For shows that have Line-of-Sight rules and not Cubic Content, this configuration must follow the dimensions below. Organizers should be alert to exhibitors reserving End-cap configurations to ensure they do not violate Linear Booth Line-of-Sight regulations for neighboring exhibits. (In most cases, this booth style is not recommended due to the Line-of-Sight issues, and Organizers should be aware of these challenges when using them.)

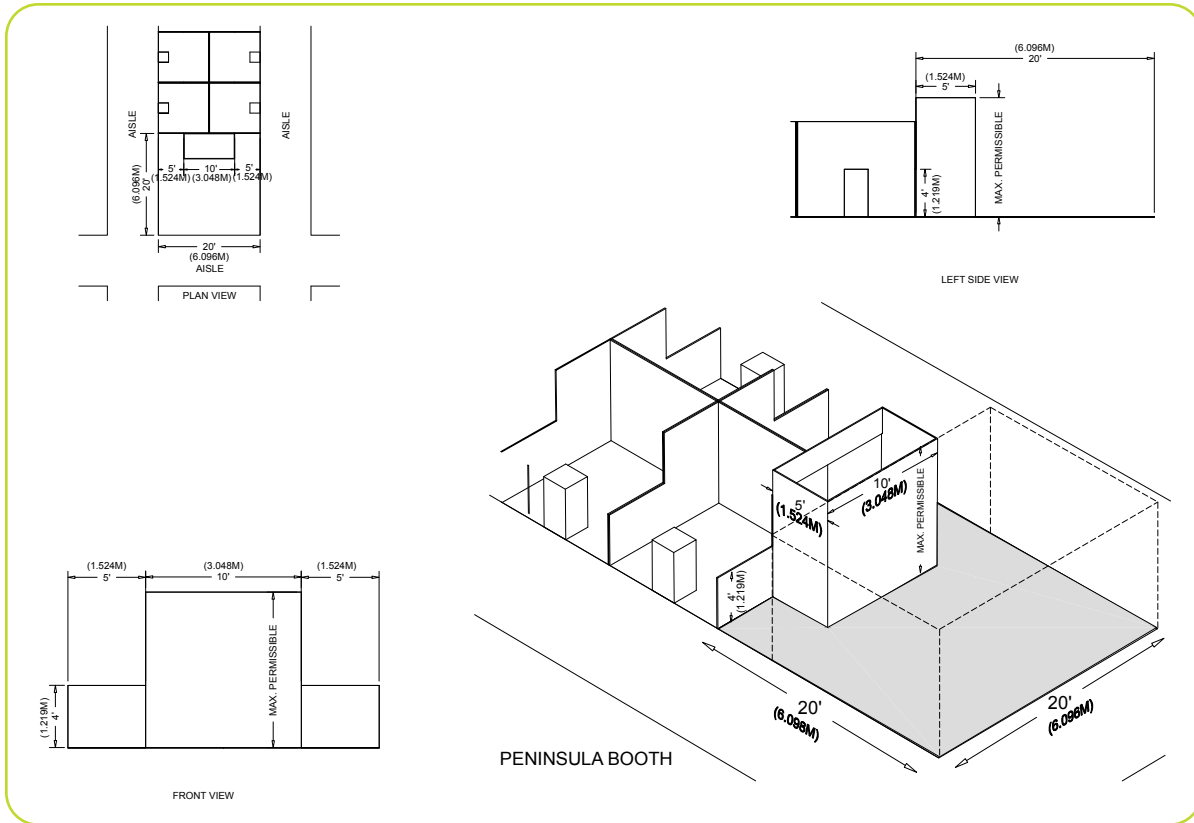


Dimensions and Use of Space

End-cap Booths are generally 10ft (3.05m) deep by 20ft (6.10m) wide. The maximum back wall height allowed is 8ft (2.44m) and the maximum backwall width allowed is 10ft (3.05m) at the center of the backwall with a maximum 5ft (1.52m) height on the two side aisles. Within 5ft of the two side aisles, the maximum height for any display materials is 4ft.

PENINSULA BOOTH

A Peninsula Booth is exposed to aisles on three sides. There are two types of Peninsula Booths: (a) one which backs to Linear Booths, and (b) one which backs to another Peninsula Booth which is referred to as a “Split Island Booth.”

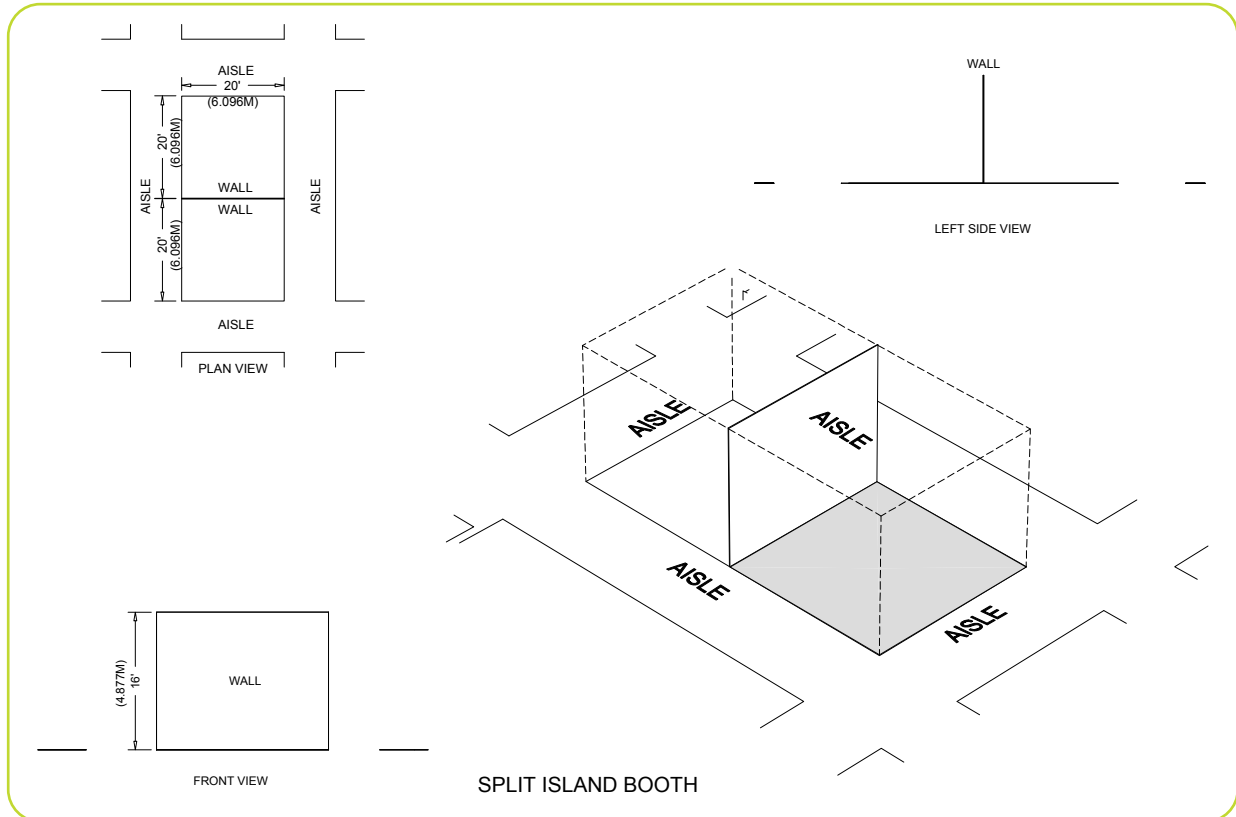


Dimensions and Use of Space

A Peninsula Booth is usually 20ft by 20ft (6.10m by 6.10m) or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to 4ft (1.22m) high within 5ft (1.52m) of each aisle, permitting adequate line of sight for the adjoining Linear Booths. A typical maximum height range allowance is 16ft to 20ft (4.88m to 6.10m), including signage for the center portion of the back wall. Double-sided signs, logos and graphics shall be set back 10ft (3.05m) from adjacent booths.

SPLIT ISLAND BOOTH

A Split Island Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth.



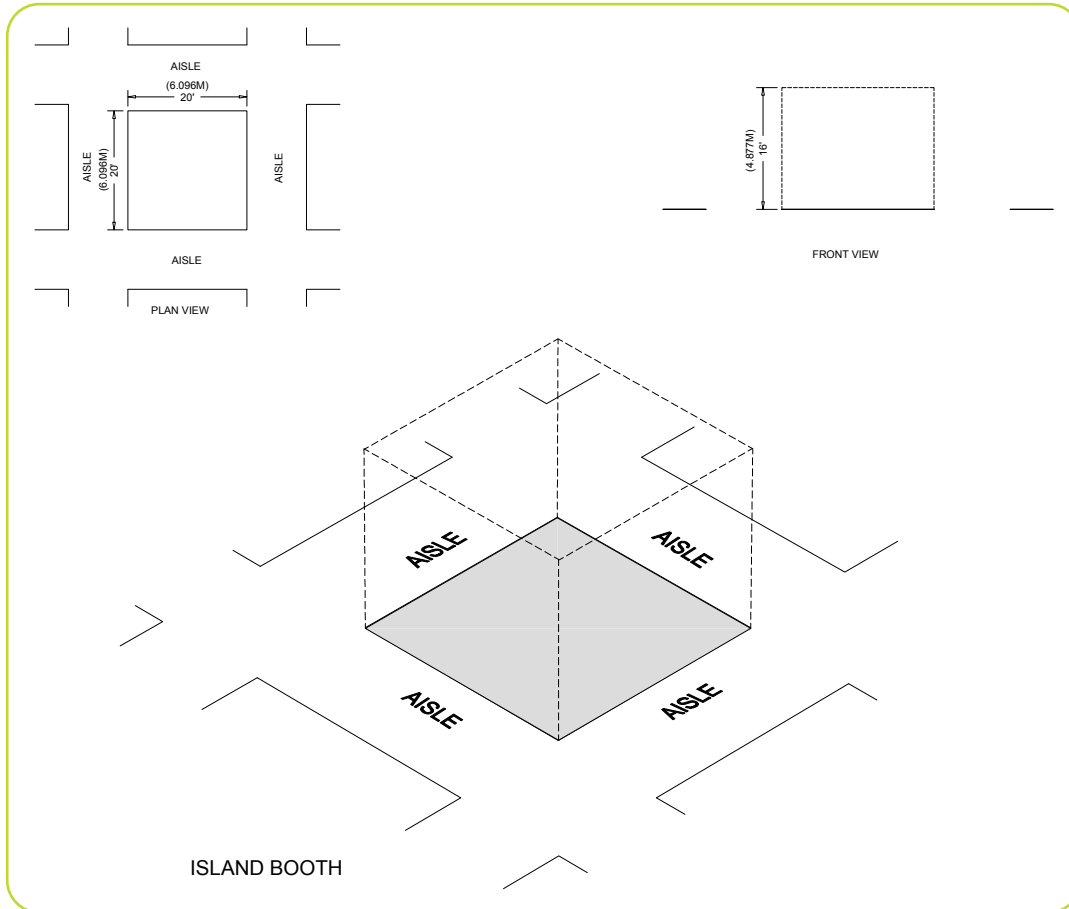
Dimensions and Use of Space

The entire Cubic Content of this booth may be used, up to the maximum allowable height, without any back wall Line-of-Sight restrictions. A typical maximum height range allowance is 16ft to 20ft (4.88m to 6.10m), including signage. The entire Cubic Content of the space may be used up to the maximum allowable height. Double-sided signs, logos and graphics shall be set back 10ft (3.05m) from adjacent booths.

For large shows with big exhibitors, it may be difficult to maintain the entire booth and hanging sign to be within 16ft. If you make it 20 ft then you run the risk of lots of large booths (with or without signs) being 20 ft and dwarfing all around them. That is fine as long as everyone is aware of it. An alternative could be to offer a max booth height of 16 ft and each exhibitor must have a 4 ft gap between the top of the booth and the bottom of the hanging sign. The only exception is if the booth and hanging sign can stay below 16ft. It is far from perfect but does allow at least the ability to see through a booth.

ISLAND BOOTH

An Island Booth is any size booth exposed to aisles on all four sides.

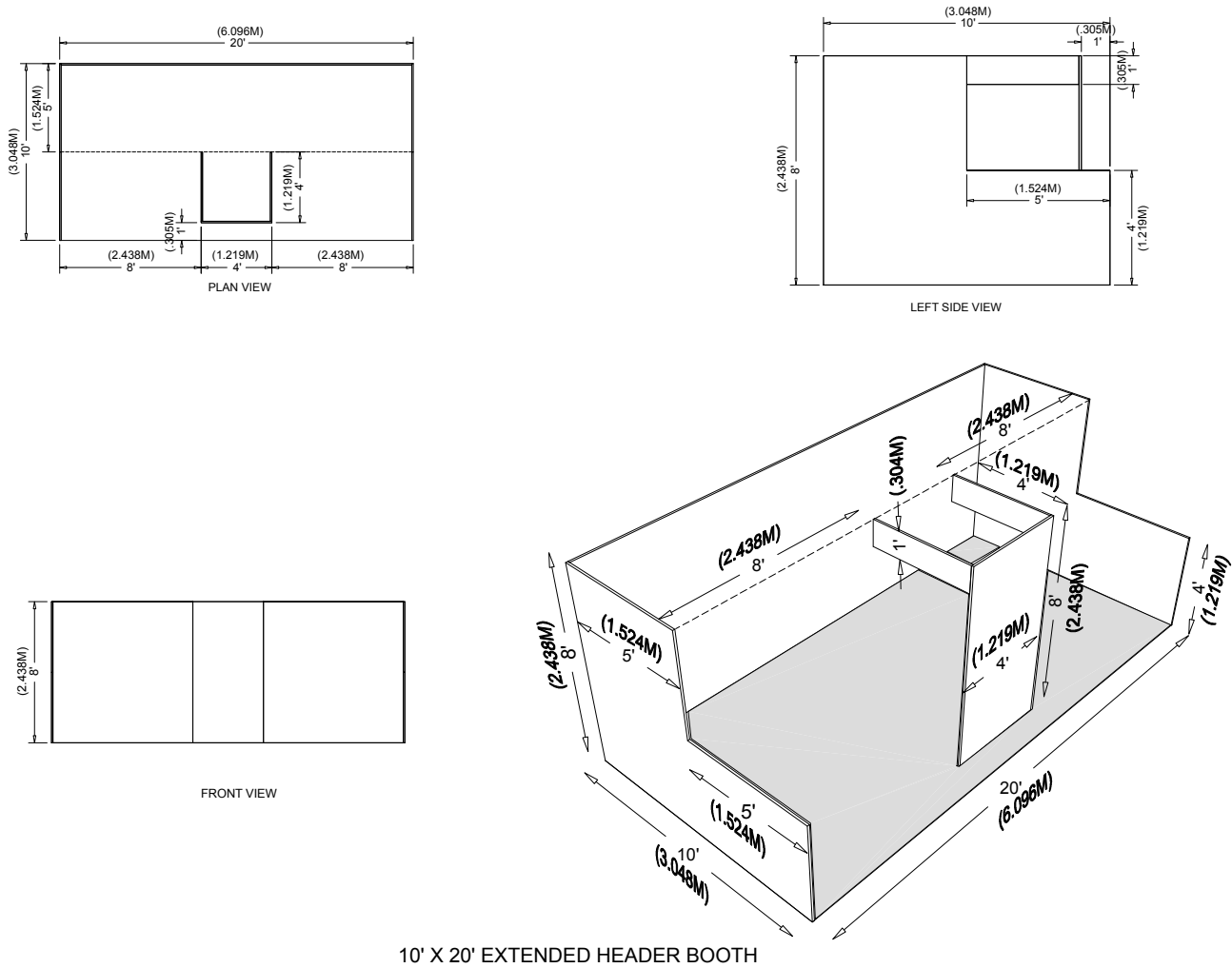


Dimensions and Use of Space

An Island Booth is typically 20ft by 20ft (6.10m by 6.10m) or larger, although it may be configured differently. Island booths should not be allowed at less than 400 sq ft. Island booths at 200 or 300 sq ft basically result in frustrating everyone behind them. The entire Cubic Content of the space may be used up to the maximum allowable height, which is usually a range of 16ft to 20ft (4.88m to 6.10m), including signage.

EXTENDED HEADER BOOTH 20FT (6.10M) OR LONGER

An Extended Header Booth is a Linear Booth 20ft (6.10m) or longer with a center extended header.



10' X 20' EXTENDED HEADER BOOTH

Dimensions and Use of Space

All guidelines for Linear Booths apply to Extended Header Booths, except that the center extended header has a maximum height of 8ft (2.44m), a maximum width of 20 percent of the length of the booth, and a maximum depth of 9ft (2.7m) from the back wall.

CUBIC CONTENT STYLE

Cubic Content style allows exhibits to fully occupy the width, depth and height of the booth footprint. For example, a 10ft by 10ft (3.05m x 3.05m) booth would be allowed to utilize the full volume of the cube of a 10ft wide (3.05m) x 10ft deep (3.05m) x 8ft (2.44m) high area.

It is the choice of the Organizer to allow use of full Cubic Content in linear exhibit space or to observe the Line-of-Sight set-back rule. It is common at certain types of exhibitions or events to eliminate the Line-of-Sight requirement for Linear, End-cap, and Peninsula Booths that back up to Linear Booths. This permits exhibitors to utilize the full Cubic Content of the booth.

Organizers that utilize Cubic Content in Linear Booths do so for one or all of these reasons:

- Cubic Content is more conducive to certain types of product displays or experiences.
- Cubic Content maximizes the exhibit space and investment.
- Generally, exhibitions outside North America utilize Cubic Content making the show friendlier to international exhibitors.
- Cubic Content reduces the need to police exhibits to enforce Line-of-Sight setback rules.

Use of Cubic Content may create situations where the Organizer must address exhibits that have unfinished walls. A determination must be made as to responsibility for finishing these unfinished walls.

It is prudent for the Organizer considering Cubic Content to examine the concerns, advantages and disadvantages prior to putting Cubic Content guidelines into practice. It is often wise to consult with the exhibition's Exhibits Advisory Board or perhaps conduct a focus group of the exhibition's or event's exhibitors to determine their interest and gain their feedback and support for the concept. Organizers must be proactive in communicating with exhibitors and understand the effect it will have on the exhibition or event.

To learn more about Cubic Content, read the *IAEE White Paper: Evaluating and Implementing Cubic Content into Linear Exhibit Space* in the Appendix on page 17.

OTHER IMPORTANT CONSIDERATIONS

REMOTE-CONTROLLED DEVICES

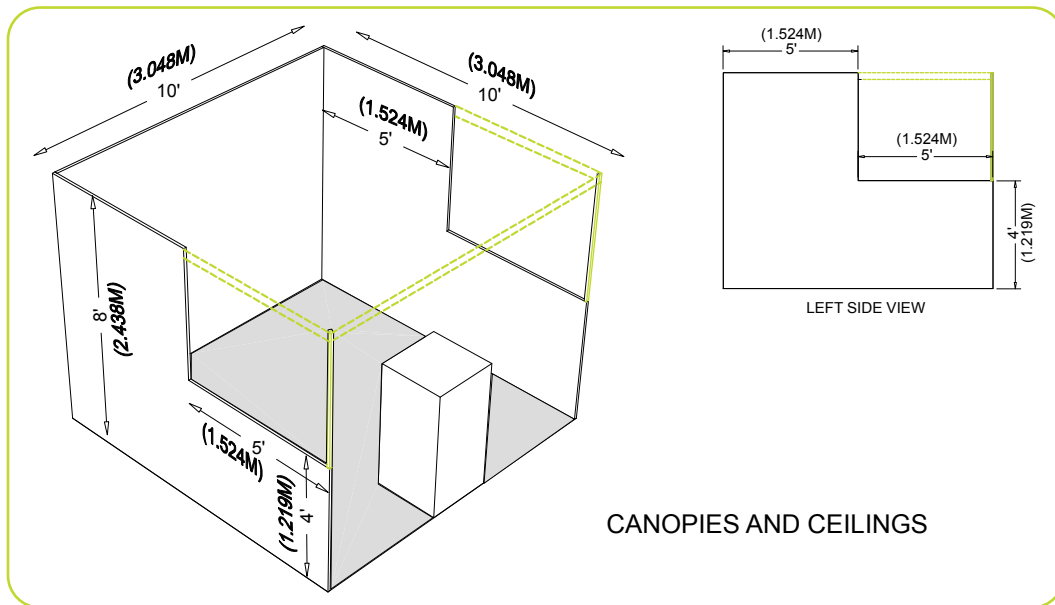
Products such as remote-controlled cars, drones, planes, helicopters, robots, etc. are to be demonstrated in a safely controlled area of the exhibit floor (i.e. Demonstration Area). When a remote-controlled device is to be used for the purpose of demonstrating a product that requires use of an area outside of the exhibitor-assigned booth space, the Organizer will provide a Demonstration Area for this purpose. The Demonstration Area should include safe netting or other barrier appropriate to accommodate product(s) being demonstrated and be included on the master floor plan submitted for Fire Marshal approval. Each individual facility reserves the right to determine what constitutes a safe and controlled Demonstration Area prior to final plan approval.

NOTE for Drone Operation: Local facility and city ordinances are in effect in most areas and prohibit drone activity near the public or in public spaces. The accepted drone default regulation is the [FAA Small UAS Rule Part 107](#) which requires drone operators to obtain a Remote Pilot Certificate. Commercial regulations often require permits and insurance.

CANOPIES AND CEILINGS

A canopy sign is similar to an awning on a building, except it does not include the goal of providing shelter. It extends from a booth to serve the function as a marquee. Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or to allow for hanging products). Canopies for Linear or Perimeter Booths should comply with Line-of-Sight requirements. (See “Use of Space” for Linear or Perimeter Booths, and height limits).

The bottom of the canopy should not be lower than 7ft (2.13m) from the floor within 5ft (1.52m) of any aisle. Canopy supports should be no wider than three inches 3in (.08m). This applies to any booth configuration that has a sight line restriction, such as a Linear Booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings and other similar coverings. Check with the appropriate local agencies prior to determining specific exhibition rules.



STRUCTURES AND TIE-OFFS

Structures

Show Organizer requires a stamped certification from a design professional (Civil or Structural Engineer) registered in the state where the Event will be held affirming all calculations and specifications for any custom-built suspended elements such as but not limited to non-serially manufactured signs, lightboxes, headers, video wall surrounds, and entry portals. For additional assistance regarding these requirements, please reach out to the rigging vendor.

Tie-offs

Show Organizer reserves the right to request a stamped certification from a design professional (Civil or Structural Engineer) registered in the state where the Event will be held affirming all calculations and specifications and/or a peer review from such registered design professional for attachment of any structure to provide additional support terminating to the venue (Ex. Tie-off of header, seismic lines, tie-off of video walls). If you anticipate needing this service, please reach out to the rigging vendor review and pre-authorization."

HANGING SIGNS AND GRAPHICS

Most exhibition and event rules allow for Hanging Signs and Graphics in all standard Peninsula and Island Booths, usually to a maximum height range of 16ft to 20ft (4.88m to 6.10m) from the top of the sign, or as determined by the Organizer. End-cap Booths do not qualify for Hanging Signs and Graphics. The distance is measured from the floor to the top of the sign. Whether suspended from above, or supported from below, they should comply with all ordinary use-of-space requirements. For example, the highest point of any sign should not exceed the maximum allowable height for the booth type. (An exception to this rule is made for Perimeter Booths, which can have a 12ft [3.66m] backwall but max sign height can be 20ft. [6.10m]. See page 2 Perimeter Booth for diagram.)

Hanging Signs and Graphics should be set back 10ft (3.05m) from adjacent booths and be directly over contracted space only.

Approval for the use of Hanging Signs and Graphics, at any height, should be received from the Organizer at least 60 days prior to installation. Variances may be issued at the Organizer's discretion. Drawings should be available for inspection.

Sign Hanging Points must be engineered, and the hardware must be domestic, forged, shouldered, rated, and stamped with Working Load Limit (WLL). All overhead rigging must comply with facility and show management regulations. The official contractor and/or facility will require an engineered print of all truss and lighting rigging including rigging point loads, as well as any ground supported truss structures or LED video walls. . All submitted files should be in DWG format. This information is typically required at least three weeks out from the first day of move-in of an event. Electrical signs must be in working order and in accordance with the National Electrical Code. If any hang point exceeds 200 lbs. please notify the official contractor for official authorization.

TEARDROP SIGNS AND TENTS

Placement of Teardrop flags must be positioned in the back ½ of all linear booths.

Tents – must have no copy on the sides or back side and not exceed 8ft height limit. I would also specifically address the tents with extended ceilings, see below. Under no circumstances are these acceptable in a linear booth regardless of whether they have copy or not.

TRUSS

Truss is a frame used to carry a cover over a booth or suspend lighting or technical equipment over a booth. Some shows will allow to go over the height limit but require plans to the organizer and service contractor for approval.

VIDEO DISPLAYS

Show Organizer reserves the right to request approval from a registered design professional (Civil or Structural Engineer) and/or a peer review from a registered design professional for all non-serially manufactured LED and Video Display systems. All LED and video display systems must comply to ANSI E1.50-1. This applies to ground supported and suspended LED and Video Display systems. If you anticipate needing this service, please reach out to your rigging vendor.

TOWERS AND MULTI-STORY EXHIBITS

A Tower is a free-standing exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit space configuration being used. Fire and safety regulations in many facilities strictly govern the use of Towers. A building permit or safety lines may be required.

A Multi-story Exhibit is a booth where the display fixture includes two or more levels. In many cities, a Multi-story Exhibit requires prior approval by the exhibit facility, and/or relevant local government agency, as well as the Organizer because it is deemed to be a “structure” for building purposes. The city building department generally needs to issue a building permit based on an application and drawings prepared and submitted by a licensed architect or engineer. Exhibitors should obtain local building regulations early on to ensure that all time constraints are met. Organizers should be prepared to assist exhibitors in this application process.

It is recommended that Organizers require exhibitors to provide engineering stamped documents for all Multi-story Exhibits and towers over 8ft (2.44m) in height. If engineering stamps are not required, exhibitors using these types of structures should, at a minimum, provide drawings for inspection.

ISSUES COMMON TO ALL BOOTH TYPES

U.S. AMERICANS WITH DISABILITIES ACT (ADA)

In the U.S., all exhibiting companies are required to be in compliance with the U.S. Americans with Disabilities Act (ADA), and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800) 514-0301, and from the ADA website at www.ada.gov.

Some examples of how to design an exhibit for ADA compliance:

- Make exhibits wheelchair accessible by ramping raised exhibit flooring without extending a ramp into the aisle. Note: a standard wheelchair ramp should have a grade no steeper than 1:12. This means that for every inch of rise (change in height), there should be 12 inches of run (change in length). Ramps should have a minimum width of 36 inches.
- Ramp the entry or use hydraulic lifts to trailer exhibits.
- Avoid double-padded plush carpet to ease mobility device navigation.
- Provide the same attendee experience on both levels of a two-story exhibit.

- Offer a signer or other auxiliary hearing-impaired apparatus for sound presentations or have a printed copy of the presentation available.
- Run an audio presentation for people with sight problems.
- Arrange touch screen displays at a height to accommodate a person sitting in a wheelchair.

To avoid potential fines by the U. S. Department of Justice, exhibitors must adhere to the ADA rules. Exhibits are not exempt from ADA compliance.

STRUCTURAL INTEGRITY

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as fork lifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.

It is recommended that all exhibits 20ft by 20ft (6.10m by 6.10m) and larger require a drawing, plans or renderings, preferably digital, to be submitted to the Organizer, and to the show's Official Services Contractor for approval.

Exhibitors should ensure that any display fixtures such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.

FLAMMABLE AND TOXIC MATERIALS

All materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant. Samples should also be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flame-proofing certificate should be available for inspection. Exhibitors should be aware of, and must adhere to, all local regulations regarding fire/safety and environment.

Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the U.S. Environmental Protection Agency, or the appropriate government entity in the country the exhibition will be held, and the facility.

HAZARDOUS WASTE

Hazardous waste requires special arrangements to be prepared in advance of event dismantle with either the facility or a local independent disposal company. Exhibitors are responsible for all costs associated with such specialized removal.

STORAGE

Fire regulations in most exhibit facilities prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or product appropriately within the booth area, as long as these items do not impede access to utility services, create a safety problem, or look unsightly.

ELECTRICAL

Every exhibit facility has different electrical requirements and rules regarding who is permitted to provide equipment and labor; however, minimum guidelines are suggested:

- All 110-volt wiring should be grounded three-wire.
- Wiring that touches the floor should be “SO” cord (minimum 14-gauge/three-wire) flat cord, which is insulated to qualify for “extra hard usage.” It is particularly important for exhibitors to use flat electrical cord in under-carpet installations.
- Cord wiring above floor level can be “SJ” which is rated for “hard usage.”
- Using zip cords, two-wire cords, latex cords, plastic cords, lamp cords, open clip sockets, and two-wire clamp-on fixtures is not recommended and is often prohibited. Cube taps should be prohibited.
- Power strips (multi-plug connectors) should be UL approved, with built-in over-load surge protectors.
- Local code commonly requires access to electrical cords and connections along the back wall of exhibit booths; typically, the back 9 inches of the space should remain accessible for this purpose. (This would apply to all booth types with a back wall.)

To better understand electrical at exhibitions, see the CEIR article [Demystifying Electrical Services for the Exhibitor](#).

LIGHTING

It is important to remember that lighting issues need to be identified as early as possible during the move-in process so they can be addressed and corrected while the necessary equipment is still available on the show floor and booths can be accessed.

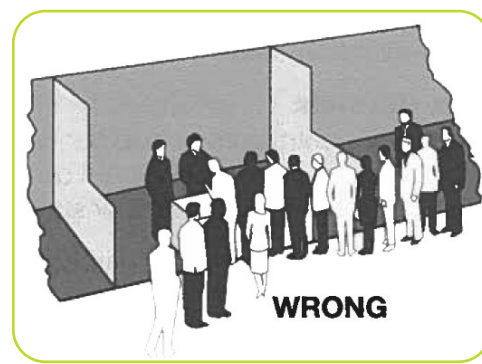
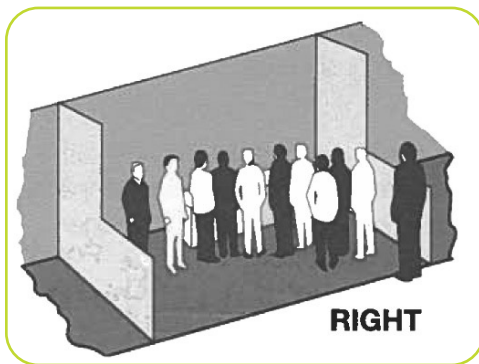
Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

- No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to the Organizer for approval.
- Lighting should not project onto other exhibits or exhibition aisles. Lighting, including gobos, should be directed to the inner confines of the booth space.
- Lighting that is potentially harmful, such as lasers, ultraviolet lights or flashing or strobe lights that can trigger photosensitive epilepsy should comply with facility rules and be approved in writing by the Organizer.
- Lighting that spins, rotates, pulsates, and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.
- LED lights can be very bright yet generally generate less heat.
- Currently, some convention facilities are not allowing certain types of quartz halogen lighting fixtures in exhibits due to potential fire hazards.
- Reduced lighting for theater areas should be approved by the Organizer, the utility provider, and the facility.

DEMONSTRATIONS

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations, product demonstrations, press conferences and other media events in a manner which assures all exhibitor personnel and attendees of such in-booth events are within the contracted exhibit space and not encroaching on the aisles or neighboring exhibits. Any queue lines formed for exhibitor customer interaction must also be contained within the booth footprint. It is the responsibility of each exhibitor to arrange displays, product presentation, audio visual presentations, and demonstration areas to ensure compliance with all other previously listed rules and regulations. Exhibitors should be aware of, and adhere to, local regulations regarding fire/safety and environment.

Special caution should be taken when demonstrating machinery or equipment that has moving parts, cooking equipment with an open flame, or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of 3ft (.91m) and/or install hazard barriers as necessary to prevent accidental injury to spectators. Additionally, demonstrations should only be conducted by qualified exhibitor personnel. Many organizers ask that demonstration plans be submitted for approval.



SOUND/MUSIC

In general, the use of sound equipment in booths is permitted as long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned to direct sound inward (to be contained within the booth) rather than outward (toward aisles and other exhibitor booths). Generally, sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth. If an exhibitor or attendee is standing within ten feet of an exhibitor's booth and cannot carry on a normal voice-level conversation, the noise source is too loud. (Refer to the U.S. Occupational Safety and Health Act [OSHA] at www.osha.gov for more information.)

Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. Authorized licensing organizations, including but not limited to [ASCAP](http://www.ascap.com), [BMI](http://www.bmi.com) and [SESAC](http://www.sesac.com), collect copyright fees on behalf of composers and publishers of music. It is the exhibitors' responsibility to be informed of copyright laws and submit fees to the appropriate organizations.

VEHICLES (FOR BOTH GAS AND ELECTRIC VEHICLES)

Rules for display vehicles vary widely depending on the facility and local fire and safety regulations. Compliance with fire, safety, the U.S. Americans with Disabilities Act (ADA), and other city, county, federal, and provincial government requirements is the responsibility of the Organizer.

Important Note: Always check with local exhibition service contractors and/or the facility for all requirements regarding display vehicles.

Below are a few common examples of display vehicle regulations:

- Display vehicles must have battery cables disconnected and taped, and alarm systems deactivated.
- Fuel tank openings shall be locked or sealed in a manner to prevent escape of vapors through filler caps.
- Vehicles shall be limited in the amount of fuel that can remain in the tanks; specific amounts vary but one example is no more than one-quarter the tank capacity or a maximum of five gallons of fuel, whichever is less.
- Fueling or de-fueling of vehicles on the facility premises is prohibited.
- Once placed, display vehicles may not be started or moved without the approval and direction of show management.
- Auxiliary batteries not connected to engine starting system may remain connected. External power is recommended for demonstration purposes. No battery charging is permitted inside buildings.
- Combustible/flammable materials must not be stored beneath display vehicle. There may be no leaks underneath vehicles.
- It is not recommended that Organizers hold or take possession of display vehicle keys during the event. However, it is recommended that an official policy be established for the handling of vehicle keys which might include identifying booth contacts with mobile numbers should vehicles need to be moved in an emergency or some other unforeseen situation. Need to get guidelines for placing, displaying electric vehicles.
- Check with your facility regarding any weight load limits.
- Show organizers should request information from exhibitors in advance of the show if they are bringing in a vehicle. Usually 45 days is the standard.
- Vehicles can only be moved to and from their booth outside show hours and under the supervision of show management and/or Official Service Contractor depending on the rules in the building.

ADVISORY NOTES TO EXHIBITION ORGANIZERS

FIRE EQUIPMENT

Fire hoses, extinguishers, and audible or visual devices for fire alarms should be visible and accessible at all times.

HANGING SIGNS

Although these Guidelines indicate 16ft to 20ft (4.88m to 6.10m) as a maximum height range to the top of the sign, some exhibitions permit other heights, or have no height limit. However, most Organizers do impose height limits. Caution should be exercised so exhibitors will not compete over air space for hanging signs.

Exhibitors should be advised to install “hanging points” at the time of manufacture of the sign or display. It is also advisable to have Hanging Signs labeled and cased separately so that they can be easily identified on-site as they usually must be installed before other exhibit construction can begin.

Recommend checking with facilities regarding some areas of exhibit hall that may not have points available to alert exhibitors.

HARDWALL BOOTHS

Exhibitions that provide Hardwall Booths should specify if these structures can be used for display and attaching products.

PERIMETER OPENINGS

Local fire and/or facility regulations may require larger exhibit booths to have a certain number of openings within the perimeter walls for safe egress. Regulations vary with each location, but one example would be to provide, at a minimum, one 6ft (1.83m) wide opening every 30ft (9.14m).

PIPE AND DRAPE

These are commonly used at exhibitions and events in the United States to define exhibit space. Organizers also may note which size booths and configurations will be provided with pipe and drape. Organizers often include in their rules and regulations that this equipment is not intended as a display fixture. Therefore, product and signs should not be attached or affixed. Measurements of booths must allow for size of pipe on sides and back.

PRODUCT HEIGHT

Some exhibitors have products that exceed display height restrictions. Organizers should establish guidelines for displaying such products. For example, some exhibitions or events require that these exhibitors reserve only perimeter space. Products exceeding height restrictions for Islands and Peninsulas are usually permitted, providing they are displayed in operating mode, and the names and logos, etc. on the product are as it is sold. NOTE: Any special height variances allowed should apply only to those products represented, produced or manufactured by the exhibitor and would not apply to ancillary display or marketing items (such as promotional flags, signs, etc.).

HEIGHT VARIANCES

Height Variances may be issued for all types of booths. However, in a Linear Booth, the back side of any structure over 8ft (2.44m) must be free of trademarks, graphics and/or logos. Tall flags or markers on the front aisle of Linear Booths are prohibited. Pop up tents or canopies may be allowed but must follow all local fire and facility regulations.

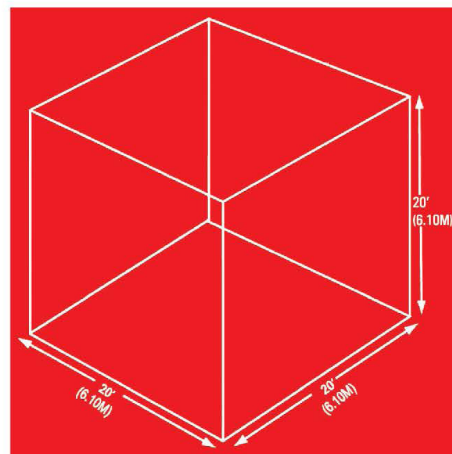
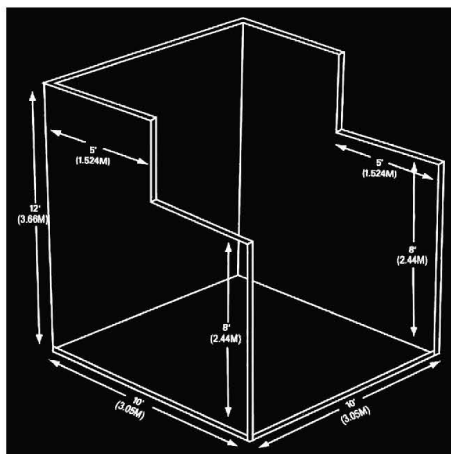
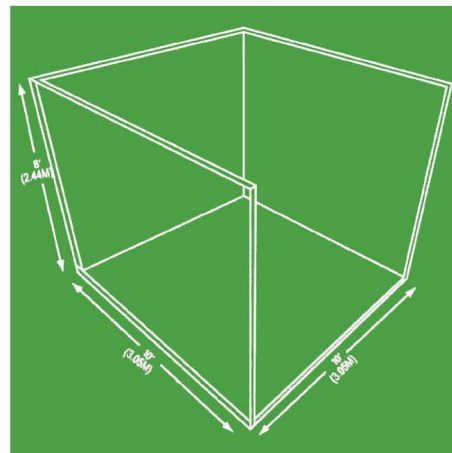
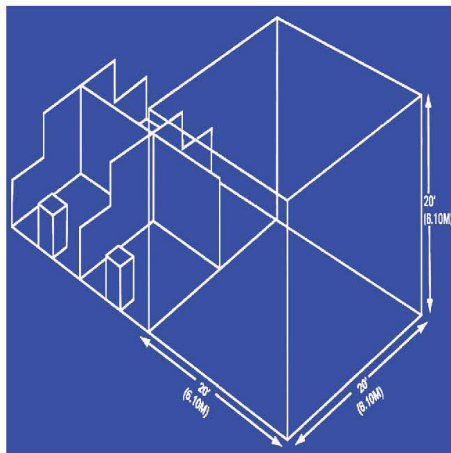
ENVIRONMENTAL RESPONSIBILITY

Exhibitions and events, by their very nature, create waste. Properly managed, exhibitions and events can recycle excess materials and supplies in useful and meaningful ways, and they can do so using methods that result in minimized impact on the environment. Exhibits should utilize recycled, renewable and energy efficient materials whenever possible. Exhibitors planning to dispose of, or leave behind, any property from their booth must make arrangements with the Official Services Contractor for disposal and all appropriate and applicable fees will apply.

APPENDIX



White Paper: Evaluating and Implementing Cubic Content into Linear Exhibit Space



WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

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WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

Introduction

IAEE presents the following white paper as an academic briefing without recommendation regarding the use of full cubic content for linear exhibit space and its potential impact on the exhibitions and events industry. As it pertains to exhibition booths, cubic content is a unit of measurement allowing display materials and products to occupy 100 percent of the exhibit space purchased, regardless of sightlines, up to a height established by the exhibition's rules.

It is the responsibility of the exhibition organizer to establish rules to best achieve the goals for its exhibition. Based on the nature of the exhibition, it is ultimately the choice of the exhibition organizer whether to allow use of full cubic content in linear exhibit space, or to observe the line-of-sight set-back rule. IAEE's publication, *Guidelines for Display Rules and Regulations* is intended to be viewed as guidelines, and not rules.

This white paper addresses the dynamics involved in the likelihood that as more international exhibitors participate in U.S.-based events, the expectations for cubic content availability will also increase. Thus the questions are:

- How can this new trend best be met, if at all?
- What methods might be employed to allow dual usage of both cubic content booths and line-of-sight booths?
- What are the advantages/disadvantages of doing so?

Further, many exhibitions and events today already allow for cubic content, primarily due to the nature of the industry sector it serves. It is prudent for the exhibition organizer considering cubic content for their exhibitions to review the concerns, advantages and disadvantages prior to putting cubic content guidelines into practice.

Research

IAEE requested feedback and input from its members from which 10 responses were received. Task force members then conducted telephone interviews with 35 show organizers whose organizations represent various industry sectors. Additional information was gathered through comments from the EDPA LinkedIn online discussion group. The responses are reflected in this document as to the advantages, disadvantages, international exhibitors, etc.

Use of Cubic Content

Under the current IAEE *Guidelines for Display Rules and Regulations*, cubic content, as it pertains to exhibitions and events, generally allows an exhibitor utilizing island space (a minimum of four 10' x 10' booths, open on four sides), to occupy 100 percent of the island space with both product and display materials. Regarding linear booths, it states "It is common at certain types of exhibitions to eliminate the line-of-sight requirement for Linear, End-Cap, and Peninsula Booths that back up to Linear Booths. This permits exhibitors to utilize the full cubic content of the booth." A Split Island Booth may also be allowed to utilize full cubic content of the booth when it backs up to another Split Island Booth.

The IAEE Guidelines for Display Rules and Regulations are not rules. Therefore some organizers have revised the Guidelines to fit their own needs as it pertains to cubic content and other guidelines. For instance, some heavy equipment exhibitions, for safety purposes, may require a setback of nine to twelve inches from the aisle line to prevent tripping. Others may require a 20 percent sightline of island booths.

For the purpose of this document we will restrict comments to construction and use of linear space. Many organizers today are permitting use of cubic content in linear booths because either their exhibitors find cubic content to be beneficial to their display, or because they want international exhibitors to feel welcome. It also reduces the need to police exhibits to enforce setback rules. The IAEE *Guidelines for Display Rules and Regulations* do not suggest cubic content should be implemented for linear booths; however cubic content in a linear booth is acceptable when the organizer has advantageous reasons to allow it. Prior to putting cubic content into practice, exhibition organizers must be proactive in communications with exhibitors, and understand the effect it will have on the exhibition. This document contains feedback from show organizers who allow use of cubic content in linear booths and those who do not. The intent is to assist a show organizer in making the best decision for their show.

WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

International Exhibitions vs. US Exhibitions – Display Guidelines

Most European exhibitions and other countries allow the use of cubic content. Larry Kulchawik, senior vice president of 3D Exhibits, Inc., says, “Not all rules, styles, and customs are the same from country to country ... this is only one part of the country differences in trade show marketing, but a big one.”

Cubic Content for linear booths in the U.S. is not as popular as it is in other countries, but more and more U.S. organizers are finding it necessary to allow cubic content in linear booths for the sake of attracting and accommodating international exhibitors. Many U.S. exhibitions have government-sponsored international pavilions that typically are island spaces, back-to-back booths or booths facing each other with an aisle between. Depending on the type of space, these pavilions often are allowed to utilize full cubic content in the U.S.

International exhibitors occupying linear space sometimes bring in their own display house to help them conform to the U.S. display guidelines. The difference between U.S. display regulations and their country's regulations, such as cubic content, square meters and square feet can be perplexing to a show's new international exhibitor.

“Some clients want to capture the clientele in an enclosed stand and generally these clients have invitations in advance of the show so they have an appointment. Others prefer to enclose their stand to immerse the potential viewers in an experience. What better way than to take away the distraction of the other stands. Those that choose the open feel are trying to educate potential customers or get their corporate identity out there for everyone to see,” Mac Kieityka, project manager of Creative Solutions Group.

Reasons to Consider

Aside from accommodating international exhibitors, or the belief that cubic content is more conducive to certain types of product displays or experiences, the fact is, today's exhibitors want more return on their investment. Many exhibitors feel they should be able to utilize all the space they have paid for without a five-foot setback rule. Exhibitors want to display their products in a structure or setting that is best suited toward maximizing their investment. Ultimately it is the show organizer who will decide whether cubic content is a practical display regulation.

Key Responses from Exhibition Organizers Allowing Cubic Content (11 of 33 responses) – In Their Own Words

“With the exception of one or two shows, all are cubic content. We have utilized cubic content for years and feel it gives our customers more value for their money by allowing them to use more of their space. The one or two shows we do not use cubic content on, we rarely get any push back and those shows do have an international presence. What feedback we do get (which is minimal) is typically centered on obstructions from a neighboring booth. These objections often come from those who have not read our exhibitor manual where cubic content is prominently addressed.”

“We have already implemented it for all nine shows we run in North America. Linear Booth Use of Space: Shows allow exhibitors full “Cubic Content” use of the exhibit space. Therefore, you are allowed to place displays or materials at the full eight foot (2.44m) height throughout the entire width and depth of your exhibit space. Perimeter Booth Dimensions and Use of Space: All guidelines for Linear Booths apply to Perimeter Booths except that the maximum back wall height is 12ft (3.66m). There were a few complaints initially, but they were a minority and have now stopped. We make sure to explain the rules clearly to new exhibitors and to remind everyone frequently. We implemented this because it made it more consistent for our international exhibitors from around the world, and eliminated the majority of our set-up issues onsite (which are mostly due to sightline issues).”

“Our exhibition allows for the use of the cubic content of exhibit spaces. The feedback has been overwhelmingly positive. Most companies exhibit in some international shows. They appreciate the consistency of having the same rules and also see the common sense approach to allow exhibitors to use all their space. And, since it is fully implemented, it is fair for all. We allow cubic content in all areas.”

WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

"We do have an abbreviated cubic content rule for islands and split islands. The entire cubic content of the space may be used up to the maximum allowable height; however exhibitors must follow the line-of-sight guidelines (20 percent) listed above. The line-of-sight guideline referenced above states: All booths regardless of size or type should be designed in such a way so as to eliminate line-of-sight obstructions from one exhibit to the next. A solid wall or banner between an island or split-island booth and a row of linear booths (particularly along the perimeter) is inappropriate. This is particularly important along shared walls and borders between linear and split-island exhibits. If you are planning a hardwall installation that could obstruct the view to neighbors' booths, a booth variance form and schematic must be submitted for review. NEW – All island booths regardless of size should allow 20 percent of visibility on all sides excluding the shared back wall. Examples: 20' x 20' Island: each side of the booth must have visibility for a minimum of 4'. 30' x 40' Island: the 30' sides of the booth must allow visibility for a minimum of 6'; the 40' sides of booth must allow visibility of 8'. Exhibitors may use Plexiglas or similar material to create a wall that will allow for line-of-sight from one booth to the next.

The linear 10' x 10's have a harder time understanding that they must follow the standard IAEE rules allowing for no product or displays over 4' tall in the front half of the booth. We have had this guideline in place for about three years now, but have always allowed them to receive a variance if their theaters, meeting rooms, etc., did not allow for this amount of line-of-sight. However, at this time we are telling exhibitors that we will be enforcing the rule for the 2012 show. Our exhibitor advisory committee requested that we begin enforcing the rule for next year."

"Exhibitors are to show respect for fellow exhibitors and fire marshal rules must be met – island exhibits and linear."

"Yes, exhibits can be closed on three sides for linear booths, totally closed in for islands."

"We approve on a request-only basis. Show is less than 10 percent cubic content exhibits."

"We will allow cubic content for booths that are against an outside wall that do not have adjacent booths/neighbors."

Exhibition Organizers Who Do Not Allow Cubic Content (22 of 33 responses) – In Their Own Words

"We do not like the reduced sightlines that this would create."

"We feel it is important to protect sightlines. We spend time communicating with them (international exhibitors) to try to set expectations before they arrive for the show."

"Most overseas exhibitors want to comply with line-of-sight rules when they exhibit in the U.S; however, some request cubic content and those requests are granted. No complaints from neighbors."

"While the cubic approach to booth content may eliminate some issues and policing, we believe in the line-of-sight good neighbor policy. If exhibitors want to use cubic content for their booth, they can purchase an island."

"Unfair to our small exhibitors that depend on a fair sightline into their booth."

Note: All other exhibition organizers interviewed said they use the line-of-sight in the *IAEE Guidelines for Display Rules and Regulations*.

WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

Hardwall, Fabric, Portable, Modular, Table Top Displays, Pipe & Drape – Living Together

There are many different types of displays used in exhibitions. If the organizer chooses to allow cubic content in linear booths, the organizer needs to be aware of the responsibility to communicate the rules clearly to all exhibitors so there are no surprises on site. A portable exhibit may only extend five feet out from the backwall but its neighbor may have hardwall at eight-foot height out to the aisle line. The portable exhibit must be aware the sightline will be impacted and the hardwall exhibitor must be sure the backsides of the panels are finished. This is true with all exhibits in a linear space cubic content exhibition. If the rules allow for cubic content in linear spaces, then it is a fair environment for all to choose how they wish to use that space; but communication is key to a smooth operation.

It is rare to expect a U.S. exhibition or its general service contractor, to provide hardwall for all exhibitors; however, exhibitions using all hardwall do exist in the U.S.

Floor Plan Layouts to Accommodate Linear Cubic Content Booths – Special Layouts

None of the show organizers interviewed indicated a need for a split floor plan, i.e., certain areas of the floor are designated for linear cubic content booths.

Cubic Content for Products

Some exhibition organizers allow products to exceed the four-foot high rule five feet in from the aisle line. Others do not and strictly enforce the sightline setback. The types of products displayed may determine whether an organizer chooses to permit products only (not booth structure) to occupy the cubic content of a linear booth. However, for example, if the product is banner stands that are eight feet or 10 feet tall, a row of banner stands at the aisle line may be very intrusive to a neighbor. On the other hand, a piece of machinery that is six feet tall may not cause a major problem. Exceptions may also depend upon the size of a booth such as 10' by 20' versus 10' by 10'. Under certain circumstances, an organizer may prefer to make the exception a variance, subject to show management review and approval. This option provides the organizer more control if product is an exception to the set-back guidelines.

Equipment/Display Material: The following is an example of display rules for a specific type of item:

- SPECIAL PROVISIONS: Pedestals, tables, racks, shelves, risers and similar display equipment may not exceed 42" in height when positioned more than 5' from the back wall of a single-aisle exhibit booth space or the center line of a three-aisle exhibit booth space, unless the same company occupies 8' of exhibit booth space on both sides of the unit or units. The maximum height for such items under these circumstances, including the product being displayed, is 66". Free-standing units, including those intended to be the focal point in an exhibit, may not exceed 42" in height when placed more than 5' from the back wall of the exhibit booth space unless the same company occupies 8' of exhibit booth space on both sides of the unit or units. The maximum dimensions for such items under these conditions are 8' high x 32" wide x 32" deep.

Perspective

It is inevitable that exhibition organizers will have varying thoughts and opinions about allowing exhibitors to have full use of the cubic content space within their linear booth. Just as there are many different opinions as to whether end cap booths are permissible in floor plan layouts due to the somewhat difficult situations they often times create, the exhibition organizer must make the determination as to what is best for their exhibition.

It is often wise to consult with an exhibition's Exhibits Advisory Board. Alternatively, an organizer may consider conducting a focus group of the exhibition's exhibitors to determine their interest and gain their feedback.

A linear space exhibitor utilizing cubic content for the first time may also experience some higher costs. If they bring a hardwall display that reaches 8' high for three sides of their exhibit, when in the past they utilized a fabric display, obviously their labor, shipping and drayage costs will be higher. However, that is the decision of the exhibitor if the exhibition organizer is allowing cubic content for linear displays and the exhibitor chooses to take advantage of the space in this fashion.

WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

Sample of Cubic Content Display Guidelines (Provided by Messe Frankfurt)

Linear Booth

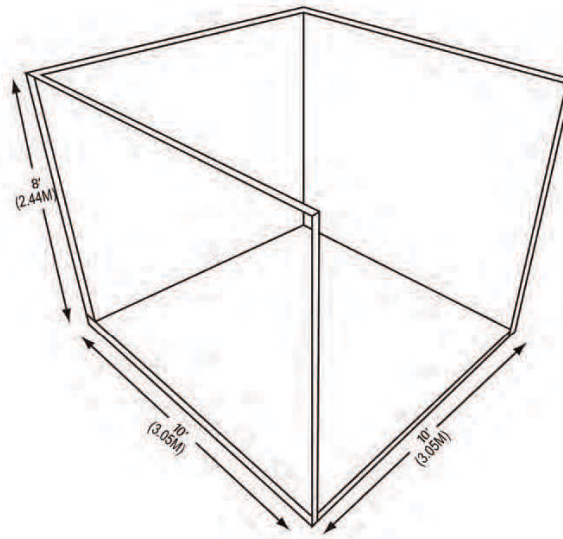
Linear Booths have only one side open to an aisle and are generally arranged in a series along a straight line. They are also called “in-line” booths. Floor covering is required in all rented space.

Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m), with a maximum back wall height limitation of 8ft (2.44m).

Use of Space

Messe Frankfurt Shows allow exhibitors full “Cubic Content” use of the exhibit space. Therefore, you are allowed to place displays or materials at the full 8 ft. (2.44m) height throughout the entire width and depth of your exhibit space.



LINEAR BOOTH (10' X 10') (3.05m x 3.05m)

Corner Booth

A Corner Booth is a Linear Booth exposed to aisles on two sides. All other guidelines for Linear Booths apply.

WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

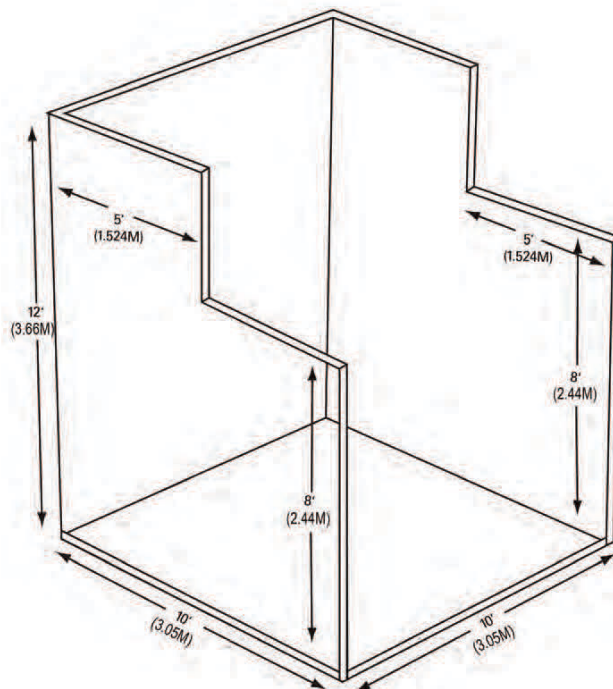
Sample of Cubic Content Display Guidelines (Provided by Messe Frankfurt)

Perimeter Booth

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit. Floor covering is required in all rented space.

Dimensions and Use of Space

All guidelines for Linear Booths apply to Perimeter Booths except that the maximum back wall height is 12ft (3.66m).



PERIMETER BOOTH (10' X 10') (3.05m x 3.05m)

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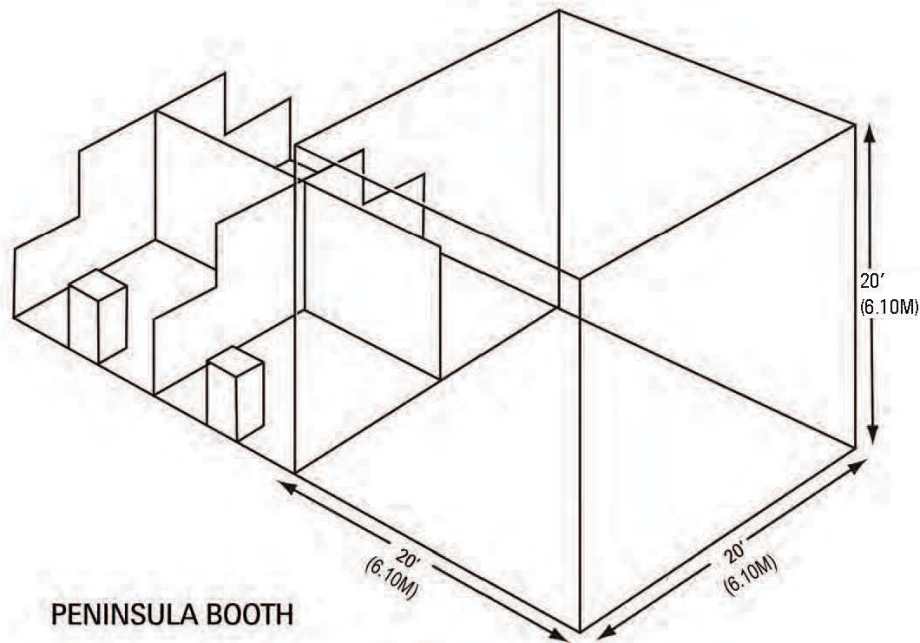
Sample of Cubic Content Display Guidelines (Provided by Messe Frankfurt)

Peninsula Booth

A Peninsula Booth is exposed to aisles on three (3) sides and is a minimum of 20' x 20' (6.10m) in size. Floor covering is required in all rented space.

Dimensions

A Peninsula Booth is usually 20' x 20' (6.10m x 6.10m) or larger. Twenty feet (20') (6.10m), including hanging signage, is the maximum height allowed throughout the booth space. The connecting wall between the peninsula booth and any neighbors must be "finished off" (clean and presentable to visitors) on the side facing the connecting neighbors.



WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

Sample of Cubic Content Display Guidelines (Provided by Messe Frankfurt)

Island Booth

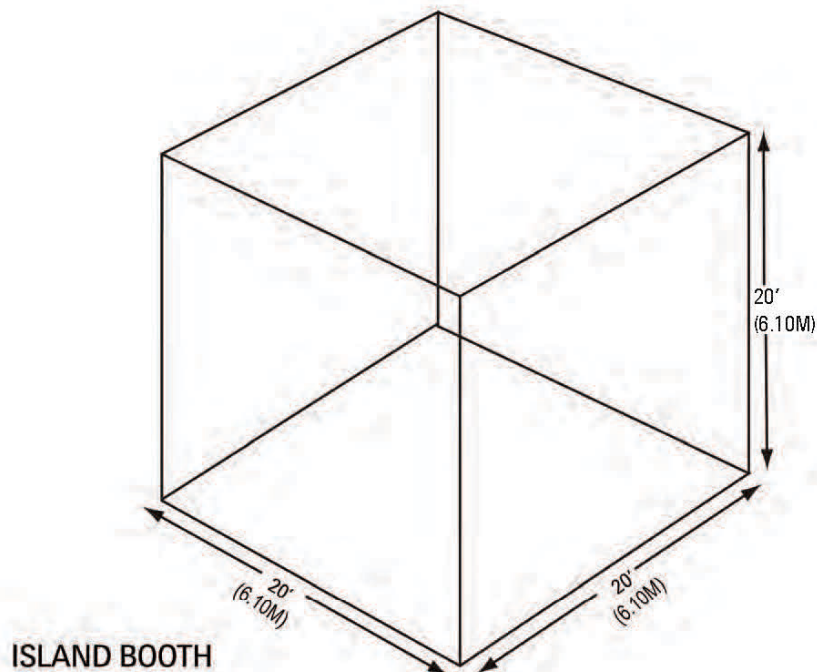
An Island Booth is any size booth exposed to aisles on all four sides. Floor covering is required in all rented space.

Dimensions

An Island Booth is typically 20' x 20' (6.10m x 6.10m) or larger.

Use of Space

The entire cubic content of the space may be used up to the maximum allowable height of twenty feet (20') (6.10m), including any hanging signage.



WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

IAEE appreciates the efforts of the Cubic Content Task Force in developing this White Paper:

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ANNEX H

Canada Border Services Agency (CBSA)
Event Recognition Letter



Canada Border
Services Agency

Agence des services
frontaliers du Canada

Canada Border Services Agency
International Events and Convention Services Program
191 Laurier Avenue West, 7th Floor
Ottawa, ON K1A 0L8

July 20, 2026

File #: ATL_2026_16186

DEFSEC Atlantic
166 Ingram Drive
Fall River, NS B2T 1A4

Dear John Benson:

In response to correspondence dated July 13, 2026; the Canada Border Services Agency (CBSA) - International Events and Convention Services Program (IECSP) officially recognizes the following event:

DEFSEC Atlantic 2026
October 6 - 8, 2026
Halifax Convention Centre
Halifax, Nova Scotia

The information provided to the CBSA states there will be approximately 3000 attendees to which 13% are foreign to Canada and that the event is not open to the general public with no sales.

As outlined in your correspondence, this event is expecting approximately 40 foreign exhibitors who are importing display booths, promotional materials and industry-specific goods for use at the event.

It should be noted that, non-Canadian exhibitors may import display items and exhibit booths temporarily as outlined in the provisions of tariff classification **9993.00.00.00** duty free, on the condition that the goods will be exported from Canada upon the completion of the event.

Goods imported as “giveaways” must be accounted for at time of release on a Commercial Accounting Document (CAD) with all applicable duties and/or taxes collected at the time of importation.

Under certain circumstances, the CBSA will require a security deposit on goods temporarily imported to Canada. These goods are normally documented on the Temporary Admission Permit (Form BSF865).

At the time of exportation, goods granted temporary admission on a Form BSF865 or Carnet must be presented along with importer's/owner's copies of the appropriate documentation to CBSA for verification and certification. This presentation may occur at a CBSA office inland or at the port of export, depending on the circumstances involved and is necessary for you to receive a refund of any securities posted. Please note that the refund may not be immediate.

The IECSP has been informed that Ramsay Logistics (facilitated by Expo Express Global Event Logistics) has been designated as the official customs broker for this event. If you have any questions regarding importing meeting materials into Canada or if you wish to inquire as to the brokerage services provided, please contact Rachit Gandhi at 519-772-7889.

CBSA requires everyone seeking admission into Canada to properly declare themselves to CBSA by providing accurate identification. CBSA will accept a valid passport as proof of citizenship.

Canada 

Persons who have been convicted of any criminal offences may be inadmissible to Canada. For more information please visit: www.canada.ca/en/immigration-refugees-citizenship/services/immigrate-canada/inadmissibility.html

If you are an event organizer and you have attendees from visa-requiring countries (www.cic.gc.ca/english/visit/visas.asp), please contact the Special Events Unit of Immigration, Refugees and Citizenship Canada (IRCC) at special.events@cic.gc.ca with the specifics of your event. They will assess the visa requirements of your event.

Visa-exempt foreign nationals, excluding U.S. citizens, now require an Electronic Travel Authorization (eTA) to fly to or transit through Canada. For more information please visit: www.canada.ca/en/immigration-refugees-citizenship/services/visit-canada/eta/apply.html

If you are arriving at one of Canada's main airports (www.cbsa-asfc.gc.ca/services/border-tech-frontiere/pik-bip-eng.html), you can complete your customs and immigration declaration at an airport kiosk or eGate upon arrival.

Save time and submit an Advance Declaration (www.canada.ca/en/border-services-agency/services/arrivecan.html), up to 72 hours before you arrive in Canada. This allows you to do so at your own pace, and in a preferred environment. Special access to express lanes in the arrivals hall will be given to travellers who have used this feature.

You may then retrieve your declaration by scanning your travel document and confirming your identity at an airport kiosk or eGate before presenting yourself to a border services officer.

All passengers arriving at other airports must fill out a paper E311 CBSA Declaration Card prior to arrival and present it to a border services officer.

To facilitate border procedures during entry into Canada, each participant should have a copy of this letter and be in possession of an itemized list of articles stating description, quantity and value for presentation to CBSA officials.

Please do not hesitate to contact the undersigned if you have any questions or require additional information.

Sincerely,



Bonnee Shapter, Regional Coordinator
International Events and Convention Services Program (IECSP)
Canada Border Services Agency / Government of Canada
Tel: 343-551-6962
IECSP-PSEIC_HFX@cbsa-asfc.gc.ca



*The information you provide in this document is collected under the authority of **Section 107(9) of the Customs Act** for the purpose of the facilitation of border coordination services for organizers of international events being held in Canada. The information may be disclosed to Other Government departments and/or Agencies (e.g. Immigration, Refugees and Citizenship Canada) for the purposes of providing assistance with admissibility requirements.*

*Individuals have the right of access to, the protection and correction of their personal information under the **Privacy Act – Section 12**. The information collected is described under the **International Events Personal Information Bank CBSA PPU 040** which is detailed at www.cbsa.gc.ca/agency-agence/reports-rapports/pia-efvp/atip-airp/infosource-eng.html*