



2019 **BIA** CONFERENCE

JOIN US: In Ottawa, March 31 – April 3, at The Westin Ottawa



20th Annual BIA Conference & Tradeshow

March 31st – April 2nd, 2019

at

Westin Ottawa

Exhibitor Handbook

(In conjunction with Freeman Exposition Company.)

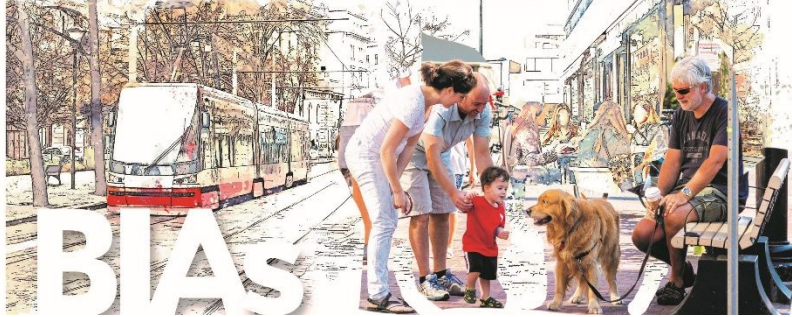


ONTARIO BUSINESS IMPROVEMENT AREA ASSOCIATION



2019 BIA CONFERENCE

JOIN US: In Ottawa, March 31 - April 3, at The Westin Ottawa



“EXHIBITOR” INFORMATION 2019

We are looking forward to welcoming you to the **2019 National BIA Conference** in Ottawa at the Westin Ottawa.

This year we welcome 36 Trade Show Exhibitors who will be attending the Conference. You all provide a number of important elements to our Conference experience through education, creativity, and product availability.

Last year we implemented dedicated hours for our delegates and exhibitors each day without competing sessions. By planning these dedicated hours again, we are encouraging our delegates to take advantage of the 2 ½ days to meet you all.

This year, we have contracted Freeman Show Services in Ottawa as our exclusive services company to handle pre-shipping and onsite materials handling. You can download the Freeman Exhibitor Manual from our website or contact us for a copy at conference@obiaa.com

We have changed many of our emails and have moved our offices from last year. Please feel welcome to reach out and contact Gael Little for clarification at conference@obiaa.com or telephone her at 905-271-7222 for further assistance! Our new address is: 92 Lakeshore West, Suite # 203, Mississauga, ON L5G 4S2.

Sincerely,

A handwritten signature in black ink that reads "Kay Matthews".

Kay Matthews
Executive Director

TABLE OF CONTENTS

EXHIBITOR NEWS FOR 2019

TRADESHOW LOCATION AND EXHIBIT HOURS	3
ADVANCE/POST WAREHOUSING & MATERIALS HANDLING	4
TRADESHOW FLOOR PLAN/LAYOUT	5
THE WESTIN OTTAWA ADDRESS	3

CONFERENCE LOCATION

GUESTROOM ACCOMMODATION RESERVATIONS	
THE WESTIN OTTAWA FUNCTION SPACE	8
DRIVING DIRECTIONS	6
PARKING – LOCATIONS AND COST	6
CONFERENCE REGISTRATION DESK	7
CONFERENCE MEALS	7

SOCIAL ACTIVITIES

SUNDAY DINNER OTTAWA DINE AROUND	9
HOSPITALITY SUITE – SUNDAY & MONDAY	9
AWARDS GALA EVENING – MONDAY	10
SILENT AUCTION – MONDAY EVENING AT GALA	10

LOCAL TRANSPORTATION

LOCAL TAXI COMPANIES	10
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Tradeshow Location

Ottawa Westin Hotel
11 Colonel By Drive
Ottawa, Ontario K1N 944

Telephone: 613-560-7000

Tradeshow Hours

Set-Up Times:

Sunday March 31st - between 12 noon and 4:00pm.

NOTE: All Exhibitors *must be set up and present* for the Exhibitor Hosted Reception Sunday, March 31st at 4:30pm. *No exceptions.*

Exhibit Hours in 2019 are:

Sunday March 31st	4:30pm to 6:00pm
Monday April 1st	8:00am to 4:30pm
Tuesday April 2nd	8:00am to 4:00pm

Dedicated Tradeshow Hours

As a result of exhibitor comments on our surveys, we have reserved exclusive delegate times for the trade show year in 2019, they are:

Sunday, March 31st – 4:30 to 6:00pm**
Monday April 1st - 1:00pm to 2:00pm
Tuesday April 2nd - 10:00 to 11:00am.

** Exhibitor Reception (*You will be provided with complimentary wine/beer tickets to offer to delegates visiting your booth!*)

Tear Down/Strike Time

For exhibitors finishing on Monday April 1st, please strike your booths after the afternoon coffee break at 4:00pm.

Tear down time begins - Tuesday April 2nd at 4:00pm (after the refreshment break concludes)

NOTE: All crates will be returned to your booth by Freeman Show Services (if you have contracted their services,) once the aisle carpets have been removed.

Gala Awards Evening Note

Please note there is no “exhibitor” activity at The Gala Awards Evening.

All exhibitor packages include one Gala Awards Ticket and you are encouraged to join the delegates at this event. The Gala will be held in the Provinces/Confederation Ballroom. Additional tickets may be purchased online or on sight for \$110.00 (plus HST CAD of \$14.30,) and on availability.

Freeman Show Services

Advance/Post Warehousing and Materials Handling Contract

In our efforts to improve our services and offer a professional level of service to both our exhibitors and our venues, **Freeman Show Services** company has been contracted to handle these specific and exclusive services. **NOTE: Freeman “Exhibitor Manual”** is available on our website, or upon request at conference@obiaa.com

NOTE: *All shipments must be directed to the Freeman warehouse in Ottawa as the Westin Ottawa does not have the capability to accept shipments.* Freeman will hold your crates and move them to the Westin Ottawa and make sure they are safely delivered to your booth location. Freeman also has the exclusive contract to service “materials handling”. Please read and ensure you understand the new processes we have put into place in 2019. *Give yourself good time to complete and process the RSS Forms and allow for your shipping to the Freeman location. ***Only Freeman will be permitted access to freight elevator and loading docks on Sunday.***

If you simply have a “pop-up” booth that you can easily wheel into the exhibit space, you can do so through the entrances of the Westin Ottawa and NOT the loading dock area. There is limited unloading area at the loading dock. Freeman will have equipment to unload your trucks and move your exhibit materials for you to your booth location.

Please be sure to find and complete the appropriate forms in advance.

Freeman Show Services
940 Belfast Road,
Ottawa, ON
K1G 4A2
613-748-7180

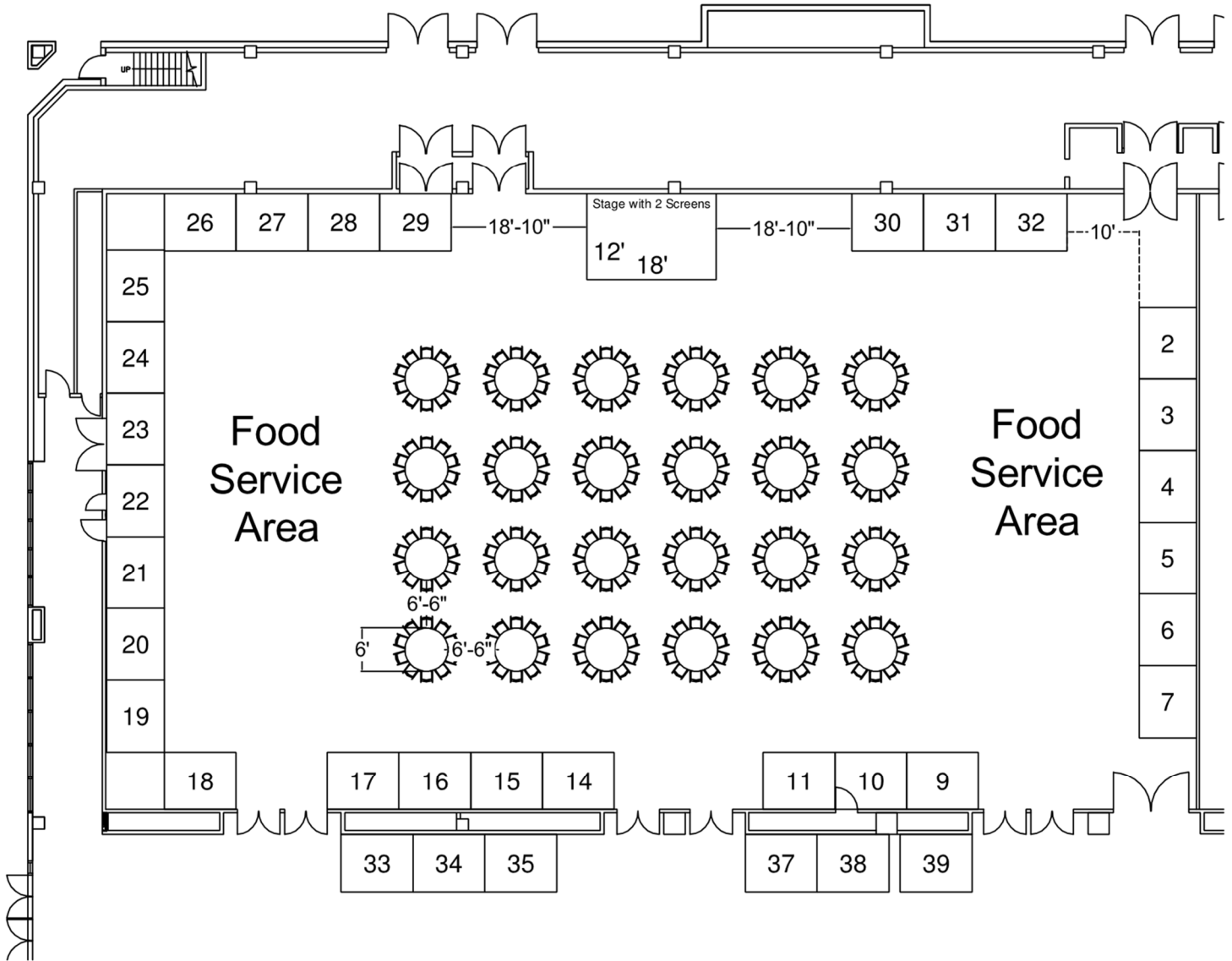
This year we welcome 40 Trade Show Exhibitors to the Conference. Your participation provides a number of important elements to our Conference experience through education, creativity, and product availability. We are encouraging all Delegates to take advantage of the 2 ½ days to meet you and learn about your unique offerings.

Again, due to the success of the dedicated and exclusive tradeshow hours last year, we are repeating these on both Monday and Tuesday in 2019!

2019 BIA Conference – Trade Show Floor Plan

BIA Conference 2019

THE WESTIN - PROVINCES + CONFEDERATION 1&2
OTTAWA, CANADA



BIA Conference Location:

The **2019 Business Improvement Areas Conference** is being held at the Westin Ottawa located at 11 Colonel By Drive. The Westin Ottawa will also serve as the official accommodation of the 2019 Conference. **NOTE:** The Westin Ottawa will NOT accept any shipments. All shipments must be sent to Freeman Show Services. See Page 4.

Accommodation & Reservations at Westin Ottawa:

Delegates and Exhibitors are responsible for booking their own guestrooms. Early bird rates are available @ \$199.00. Once those are gone, late rates will be \$254.00 per night plus applicable taxes. Book early!

To book your accommodations: Reservations at 1-613-560-7000, reference the name "Ontario Business Improvement Area Association" or OC27AB or book online at :-

<https://www.starwoodmeeting.com/book/OBIAA2019>.

Driving Directions:

Check your GPS or app for directions. Address is on page 3.

Car Parking:

Parking is available at the Westin Ottawa from \$30.00 per day. There outdoor parking is available around and adjacent to the Westin. Self-Parking at the hotel can be charged to your hotel room. Valet parking is \$48.00 daily.

Exhibitor Cancellation:

Exhibitors may cancel their booth space up to March 1st. There is a \$200.00 cancellation fee. This cancellation is refunded by OBIAA by cheque. Any cancellations after March 1st will forfeit the booth fee.

Late Registration:

Any booth registration (if space still available) after March 1st will forfeit the opportunity of a listing in our official program which goes to print early.

OBIAA Registration Desk at The Westin Ottawa

BIA Conference Registration Desk: Is located on Level Four adjacent to the Elevator lobby. At the Registration Desk, you will be able to register, pick up your name badge, and Delegate Program (a guide to the conference). Our partners “Ticketpro” are again handling our Conference Registration Desk.

Additional tickets to social events are also available here while supplies last.

OBIAA Registration Desk Hours

Sunday March 31st - 11:00am to 8:00pm

Monday April 1st - 7:00am to 4:30pm

Tuesday April 2nd - 8:00am to 4:00pm

Wednesday April 3rd – 8:00am – 1:00pm.

Conference Meals

All conference meals, except the Awards Gala Dinner, will be served buffet style. Refreshment breaks will be served in the “Provinces/Confederation Ballrooms.” Feel welcome to sit in the General Dining Area with the delegates for all meals.

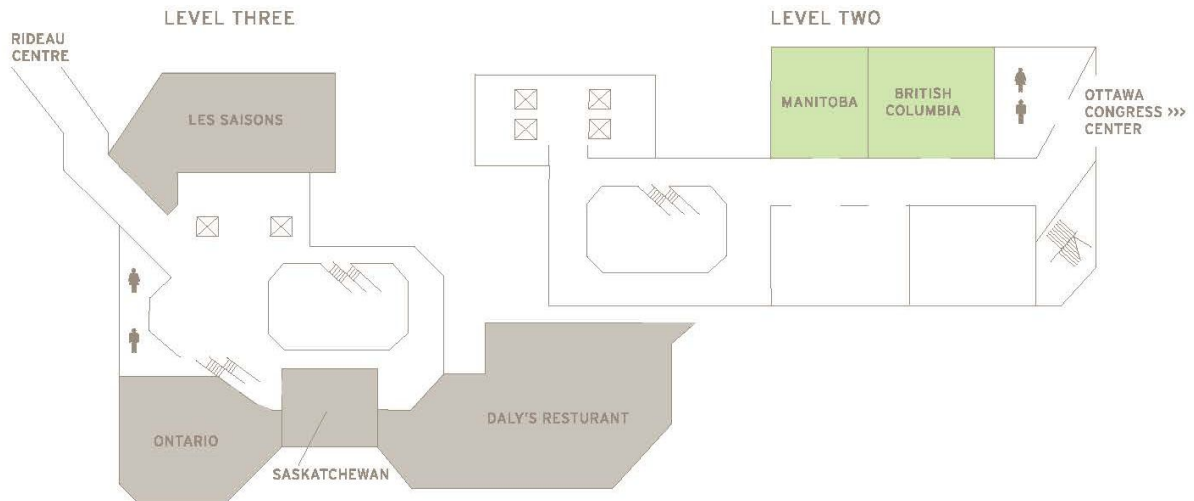
Your name badge must be worn at all times as there is another group at the hotel over the same dates, and serving staff may question which group you are with.

There is one Gala Awards Banquet ticket included in your exhibitor registration package.

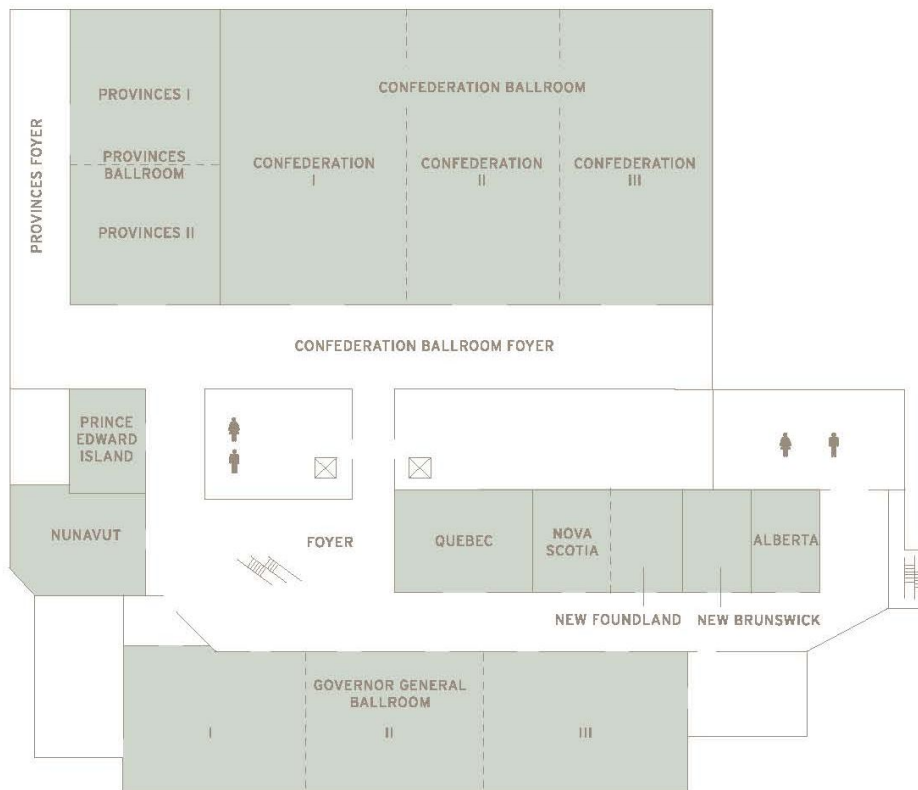
NOTE: There is no “exhibitor activity” at The Gala Awards Evening (Monday.)
All exhibitor packages include a Gala Awards Ticket and you are encouraged to attend this lovely event in the Confederation Ballroom and be seated with the delegates.

Westin Ottawa Conference Function Space

FLOOR PLANS



LEVEL FOUR



THE WESTIN
OTTAWA

Eco Friendly Conference

Wherever possible, there has been an effort to reduce the amount of paper. All presentations will be placed on the [OBIAA Conference website](#) after the Conference for your interest. Please help us minimize our “carbon footprint” by minimizing paper materials and waste.

Activities

“Secret” Sunday Dine Around

Sunday, March 31st, 2019 - 6:30 to 9:00pm
Additional Cost of \$50.00 per person.

Buses will be departing the Westin Ottawa taking delegates to and from various Ottawa BIA locations for the “Sunday Dine Around.” Exact bus times and routes will be posted in the Westin Ottawa – Level Four. We will have a volunteer in the Westin’s Main Lobby.

Hospitality Suite

Sunday, March 31st - 9:00pm to 11:30pm
Monday, April 1st - 9:00pm to 11:30pm

All paid delegates and trade show participants are invited to the **Hospitality Suite** located in the **Bonaventure Suite** on the 14th floor of the **Westin Ottawa**. Watch for directional signage. This is a great opportunity for networking in a relaxed and fun atmosphere. Re-acquaint yourself with old friends and make some new ones! Snacks, wine, beer, and non-alcoholic beverages will be available for those attending the Hospitality Suite, on Sunday or Monday nights.

Awards Gala Evening

Monday, April 1st, 2019 - 6:30 to 8:30pm

This event will be held in the “Provinces/Confederation Ballrooms” of the Westin Ottawa. The Awards Gala is OBIAA’s annual event to recognize and celebrate the superlative achievements of our BIAs.

This year, there is a ticket included in all meal packages for all registrants, whether you are an exhibitor or a delegate. ***Confirming your attendance is mandatory at the OBIAA Registration Desk on Level 4.***

Additional tickets are \$110 + HST \$14.30) A limited number of tickets may be available – check at the OBIAA Registration Desk. Please bring your ticket to the event as it will be collected for entry.

NOTE: Exhibitors are asked NOT to exhibit in their booths during the Awards Gala.

All exhibitor packages include a Gala Awards Ticket and you are encouraged to join the delegates at this lovely event.

Fundraisers

Silent Auction – There will be a Silent Auction during the reception and dinner portions of the 2019 Awards Gala. Don't forget to bring your cash, cheque or credit card. There are some great gifts for you to bid on...*and time to donate!* Bidding tables will be closed when dessert is served, so make sure you get your bids in before then! All attendees are invited to participate.

Donating - All donations to the Silent Auction will be accepted in the OBIAA Conference Office adjacent to the Conference Registration Desk (fourth level.) Please consider a donation! All exhibitors are encouraged to donate prizes, and will be given recognition.

Draws – There may be cash draws and raffles throughout the conference. All proceeds will help support OBIAA Education and Programs, which increases the capacity of BIAs and their communities.

Local Ottawa Transit

Please check with either the Conference Registration Desk or the Westin Hotel Concierge for information on Ottawa Transit or airport and Rail connections.

Local Taxi Companies

Please ask the concierge in the Westin Lobby to hail you a cab. There is a taxi line adjacent to the Westin with taxis waiting at all times.

Blue Line Taxi	613-238-1111
Capital Taxi	613-744-3333