

**ITI Summit**

**November 05, 2024**

**Palais des congrès de Montréal**

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# **THE EXHIBITOR'S GUIDE**

**The management of the show is carried out in collaboration between ITI and Altitude C**

55 Mont-Royal Avenue West, Suite 730, Montreal, Quebec H2T 2S5

Email: [siti2024@altitudec.com](mailto:siti2024@altitudec.com)

Organized by



**IT INTELLIGENCE.  
HUMAN INTELLIGENCE.**

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## IMPORTANT EVENT INFORMATION

The full reading of this document is strongly suggested. She will give you all the relevant information to facilitate your preparations for the event. Do not hesitate to contact our team for any additional information at the following box: [siti2024@altitudec.com](mailto:siti2024@altitudec.com)

## ACCESS TO THE SITE



### MAIN ENTRANCES

- ✓ 201 Viger Avenue West, Montreal
- ✓ 1001 Place Jean-Paul Riopelle, Montreal
- ✓ *No deliveries will be accepted to these addresses.*

## DELIVERY DOCK

163 Saint-Antoine Street West, Montreal, H2Z 1X8

- ✓ *Click on the address above to access the map.*
- ✓ *Refer to the section "Dock – Assembly entry procedure" for entry procedures.*

## PARKING

You can use the following paid parking lots to park your vehicle:

- ✓ **Viger Parking Lot - Palais des congrès de Montréal**  
1025 Chenneville Street, via Viger Avenue  
*Clear height: 1.81 m (5'11")*
- ✓ **Quartier International de Montréal Parking**  
249 Saint-Antoine Street West  
*Clear height: 2 m (6'7")*

## PUBLIC TRANSIT

The Place-d'Armes metro station is located directly within the Palais des congrès de Montréal.

## DATES TO REMEMBER

<b>IMPORTANT DATE</b>	<b>HOURS</b>	<b>SERVICE</b>
<b>Monday, October 21, 2024</b>		End of the "Early Bird Reservation" rate for orders at the Palais des Congrès de Montréal
		End of the "Early Booking" rate for GES orders
		Deadline for Exhibitor Registration
<b>Monday, November 04, 2024</b>		Showroom assembly <i>Between 1 p.m. and 6 p.m.</i> <b>Room 517 AB</b>
<b>Tuesday, November 05, 2024</b>	7:00 a.m. to 7:00 p.m.	Event Doors open to the public at 7:45 a.m.
<b>Tuesday, November 05, 2024</b>	7:15 pm to 9:00 pm	Tearing down your kiosks

## TRANSPORT & DELIVERY

### OFFICIAL CARRIER

Consult Expo Inc. has been mandated as the customs broker and official carrier for SITI 2024 to be held at the Palais des congrès. For a quote, please write to the address below to receive the application form.

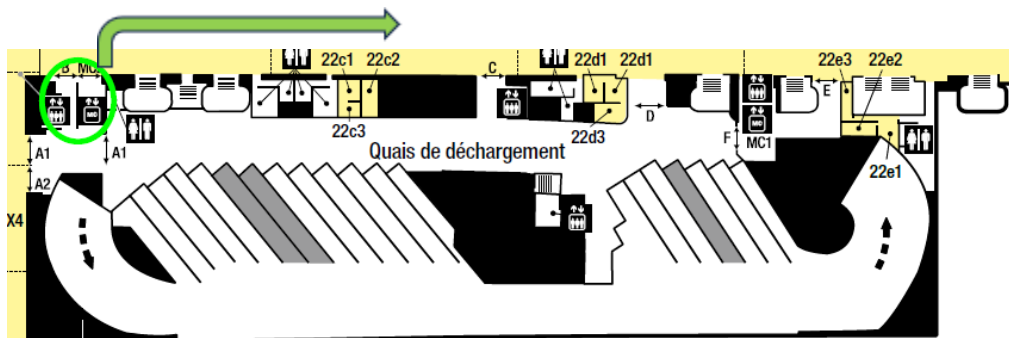
John Santini, Director of Operations  
 Tel: 514-482-8886, ext. 1  
 Cell: 514-709-0781  
 Telly. : 888-629-9008  
 Email: johns@consultexpoinc.com

If necessary, please note that the official carrier may receive your equipment before the event. He will ensure the storage and delivery of the equipment to your stand on the first day of assembly.

### DELIVERIES

Please note if you have decided not to use the official carrier and/or for any deliveries on the site:

- The Palais des congrès de Montréal will accept materials **from the date of installation only (November 04, 2024)**.
  - Any equipment delivered before this date will be refused.
  - The regular opening hours of the wharf are from 7:00 a.m. to 11:00 p.m.
- The exhibitor must be present at the time of delivery, otherwise under no circumstances can the Palais des congrès de Montréal or the organization be held responsible for the equipment received in the exhibitor's absence.



## DELIVERY NOTE

For direct shipments to the site, please address your packages to the delivery dock (163 Saint-Antoine Street West, H2Z 1X8, Montreal) as follows:

**Carrier:**

**Number of boxes:**

**Agency / Organization:**

**Booth Number:**

**Attn:** ITI Summit 2024

**Event Name:** SITI 2024, ROOM 517 AB

**For any questions at the reception, please contact:** [siti2024@altitudec.com](mailto:siti2024@altitudec.com)

Palais des Congrès de Montréal

Delivery dock

163 Saint-Antoine Street West, Montreal, H2Z 1X8

## HANDLING AND STORAGE

Any exhibitor who arrives at the landing stage with his equipment **can, if he wishes, handle himself with a trolley that will be made available to him.**

*The delivery and collection of equipment must absolutely be done through the drop-off area.*

### **Please take note of the following information:**

- Please note that the handling of materials between your space and the Palais' storage area as well as the handling of the unloading dock to your space (such as for the unloading of your truck, or to transport heavy machinery, for example) **are not covered by the event organization and that you will be charged fees.**
- Packing material (boxes and boxes) must be removed from the stands for the duration of the event (in accordance with the municipal by-law of the City of Montreal Fire Department).
- Please note that exhibitors will not have access to the Palais des Congrès de Montréal's storage once the equipment is stored there. The boxes will only be sent at the end of the event, on November 5, 2024.
- At the end of the show, the empty boxes will be transported to the booths by the Palais des congrès de Montréal's handlers as soon as possible, once visitors have left the room.

## REGISTRATIONS AND DELEGATE EXHIBITORS

### BADGE

Management will allocate a limited number of accreditations for those present in the stands for the duration of the event. These badges will be awarded based on the number of registrations included in your partnership agreement. Badges must be worn at all times on the site.

### REGISTRATION PROCEDURE

Please register your team members before October 21, 2024 by accessing the portal.

#### **Available on your partner portal**

If you have any questions about your registration or would like to make an additional registration\*, please contact the registration team at: [siti2024@altitudec.com](mailto:siti2024@altitudec.com)

*\*An additional fee of \$200 will apply.*

*Management reserves the right to refuse admission to the Exhibit Hall to any visitor, exhibitor or employee who, in the opinion of management, engages in inappropriate behavior or disrupts the smooth running of operations.*



## **FOOD SERVICES**

### **ON-SITE FOOD SERVICES**

Please note that meals will be included for all participants and exhibitors of the event.

### **FOOD SERVICE AT YOUR BOOTH**

**Maestro Culinaire is the exclusive foodservice provider at the Palais des congrès de Montréal.**

Exhibitors will not be able to bring any food or drink to the event venue. Any request for **exemption must be sent to Maestro Culinaire** for evaluation.

If you wish to serve food or drink at your stand, you must order through Maestro Culinaire.

**To do so, please send your request to:**

**Noémie Pilon**

*Gestionnaire, Services alimentaires événementiels // Manager, Event Food Services*

*Maestro Culinaire Montreal Inc.*

[info-mtl@maestroculinaire.ca](mailto:info-mtl@maestroculinaire.ca)

*Tel.: 514-871-3111 ext. 4005*

*159 Saint-Antoine Street West, 4th Floor, Montreal, Quebec H2Z 2A7 CANADA*

*If you wish to distribute or sell food or drink samples at your stand, you must obtain prior authorisation from Maestro Culinaire.*

## **EXHIBITION SPACES**

### **INCLUSIVE**

- ✓ Space 10' x 10'
- ✓ Curtain partitions
- ✓ 1 6' table and chairs (depending on the number of registrations included in your package)
- ✓ 120 V (15 Amp) power supply (1)

### **OPTIONAL (\$)**

- ✓ Additional furniture

## CHECKLIST | CONTACT SHEET

Don't want to print out the whole guide?

Just print this page, it will serve as a reminder and a service marker.

Contact us, we are here to optimize your participation in SITI 2024

Services	Resources	Deadline
Reservation of accommodation at a preferential rate	Hotel Monville 1041 Rue de Bleury (514) 379-2005  <a href="#">Link to the preferential rate</a>	Early bird rate before  <b>03 October 2024</b>
Modular stand, turnkey, rental of furniture, plants and accessories, labour for assembly and dismantling	<b>G.E.S</b>  <a href="#">Link to place an order</a>	Early Bird Rate  <b>October 21, 2024</b>
Handling, hanging (with approval of the organization), telecommunications, security, plumbing.	Exhibitor Services   Palais des congrès de Montréal 514-871-5871 <a href="mailto:Infotechno@congresmtl.com">Infotechno@congresmtl.com</a>	Early Bird Rate  <b>October 21, 2024</b>
Exhibitor Staff Registration	<a href="#">Link to register</a>	Registration before  <b>October 21, 2024</b>
Additional Sponsorship Activity	Andrée-Anne Rosa aa.rosa@iti.ca	
Audiovisual and computer equipment	Altitude C Joel Dufresne <a href="mailto:jdufresne@altitudec.com">jdufresne@altitudec.com</a>	Order before  <b>October 18, 2024</b>

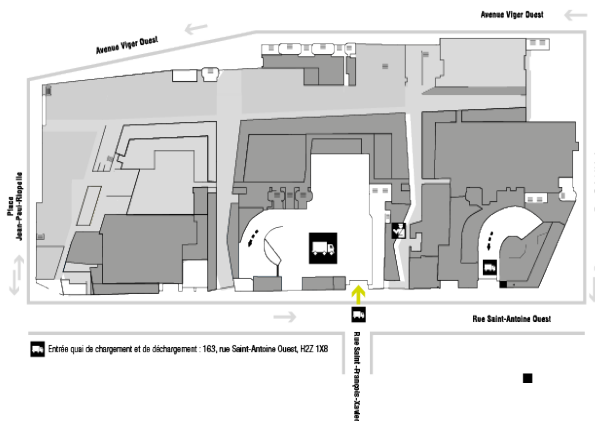
## ASSEMBLY PERIOD

The period of setting up and fitting out your stand will take place on **Monday 04 November from 13:00 and will end the same day at 18:00**. This time slot may vary depending on the availability of the Palais des congrès de Montréal.

Refer to the schedule that will be sent to you by email a few weeks before the event.

*Please respect your entry time to avoid overloading the premises.*

## ASSEMBLY ENTRY PROCEDURE



- Upon arrival, please **pick up a mandatory pass** from an attendant at the loading dock.

- The maximum time allowed to **unload a vehicle is 15 minutes**.

*The owner of a vehicle left at the loading dock for more than 15 minutes is subject to parking and/or towing fees.*

- To facilitate the transport of your goods, **blue trolleys will be available** at the loading dock.
- **Parking in the reception area is absolutely prohibited** and trucks must leave the premises as soon as unloading is completed, failing which they will be towed at the exhibitor's expense.
- On the day of the event, November 05, 2024, exhibitors will be able to bring equipment to their stand during the hour before the opening of the Show, using only

light rolling equipment (4-wheeled trolley and hand truck prohibited). However, **as soon as the doors are opened, this equipment will no longer be tolerated in the** showroom and the transport of the said equipment will therefore be done manually.

## **DISMANTLING PERIOD**

**The pit dismantling period will start on November 5, 2024, at 7:15 p.m.**

**No exhibitor will be able to dismantle his stand, or disassemble his displays before 7:15 p.m.** The exhibitor must release the rented premises and the Palais of all merchandise no later than 9:00 p.m. on the same day, failing which he must reimburse the management of the Show for all expenses incurred in vacating the said premises (including storage costs).

In order to reduce the risk of theft at the time of dismantling, it is recommended that valuable items be taken away by the exhibitor as soon as the Show closes and that the rest of the equipment be kept under the supervision of the exhibitor.

At the end of the hours scheduled for the dismantling of the exhibition, any material not picked up by the exhibitor's carrier or courier service will be automatically taken care of by the Palais des congrès de Montréal and all fees will be invoiced to the exhibitor.

## **PROCEDURE FROM EXIT TO DISASSEMBLY**

- The blue carts will be available at the docks when the doors open.
- Please make sure you have all your equipment ready before picking up your vehicle.
- If your equipment can be transported without the help of trolleys, you will be able to leave the premises through the pedestrian exit doors of the exhibition.

- Blue carts or any other heavy transportation equipment are not permitted in the common and public areas of the Palais des congrès, including public elevators and mobile stairs.

## **GENERAL REGULATIONS**

Standard and prefabricated booths, including signs, should not exceed 8 feet (2.44m) in height.

An exhibitor who intends to use or construct a prefabricated wall must comply with the following rules:

- ❖ A one-inch allowance should be left on each side of the pit partitions. For any non-compliant dimensions, you must obtain authorization from management. The design of the stands must allow for a line of sight, i.e., the maximum height of the side walls, within the first 5 feet from the aisle, cannot exceed 4 feet. The maximum height accepted for any other part of the wall is 8 feet. Any exceptions to these rules must be approved in advance by the Salon's management.
- ❖ All booth walls must be made of materials that are tastefully painted or covered on all surfaces exposed to public view.
- ❖ All stands must have flooring (carpets) with a maximum size of the rented space.
- ❖ No stand must conceal alarm triggers, electrical rooms, road signs and access to the premises.
- ❖ The exhibitor who has a half-moon (pop-up) stand must close the sides in an aesthetic way and with a rigid material and must have a floor covering.
- ❖ Hanging aerial banners above a booth: Approval from the organization is required.

Any special request for the appearance of a booth must be submitted to management for approval no later than thirty (30) days prior to the opening of the Show and be accompanied by a plan or sketch illustrating the request. However, it is possible to distribute promotional items inside the rented space.

## **PROMOTIONAL ACTIVITIES**

Any commercial solicitation must be made inside the stands. Promotional activities are prohibited in aisles, restaurants and corridors.

Commercial advertisements and competitions organised by exhibitors in connection with their participation in the event shall not be binding on the promoter in any way. The exhibitor must provide the management, upon request, with the authorization of the Régie des alcools, des courses et des jeux du Québec obtained for the organization of such a contest.

A draw organized by ITI will take place at the end of the day to win prizes for participants. However, if you wish to make a draw directly at your booth, this is also possible. Please notify the members of the organization before October 18, 2024.

## **INSURANCE**

The exhibitor must have its own liability insurance. The Société du Palais des congrès de Montréal or its agents assume no liability for bodily injury or damage to materials and products, stands, equipment or decorations, caused by fire, water or theft, in the leased premises or during transitions in the building, regardless of the cause.

## **STICKERS**

The distribution of stickers is prohibited. The costs incurred to remove them from the floor, walls or other stands will be borne by the exhibitor.

## **NOISE**

The exhibitor must respect the visitors and his fellow exhibitors. Any device that causes noise in an abusive way is prohibited and will be removed at the expense of the exhibitor.

## **WALLS, CEILING AND FLOOR OF THE BUILDING**

It is forbidden to perforate, paint or alter the walls of the building and the concrete columns of the exhibition hall. The floor of the building must not be perforated, painted or altered in any way whatsoever. No adhesive other than gummed tape may be applied to the floor.

The exhibitor must remove the gummed tape from the floor during dismantling, otherwise additional fees will be charged.

### **TAPE ALLOWED**

- Wall Surfaces: 3M Wall Mounting Tabs, no. 7220
- Floor Surfaces: Echo Tape CL-W6300 or VI-N6120 or equivalent Double-Sided Echo Tape DC-W188F
- Brick Walls: 3M Wall Mounting Tabs, no. 7220
- *Use of other brands or designs may incur a cleaning fee*

### **PALLET TRUCK**

The use of pallet trucks is prohibited in carpeted rooms, without exception

### **FIRE PREVENTION**

The exhibitor must comply with fire prevention rules. See the document "Fire Safety and Prevention": [http://congresmtl.com/pdf/Guide\\_prevention\\_incendie\\_exposition.pdf](http://congresmtl.com/pdf/Guide_prevention_incendie_exposition.pdf)



## **NEARBY**

### **OFFICIAL EVENT HOSTING**

**Limited rooms have been pre-booked until October 03, 2024 in the following hotel:**



#### **Hotel Monville**

1041 Rue de Bleury

(514) 379-2005

<https://www.hotelmonville.com/>

*[Click here to book](#)*

*Don't forget to enter the following code to take advantage of a preferential rate:*

**SITI24**

### **OTHER ACCOMMODATION**

*Here is a list of accommodation establishments also available nearby:*



#### **The Westin Montreal**

270 Saint-Antoine Street W

(514) 380-3333

<https://www.marriott.fr/hotels/travel/yulle-le-westin-montreal/>



#### **Hotel Place d'Armes**

55 Rue Saint-Jacques,

(514) 842-1887

<https://hotelplacedarmes.com/>

## RESTAURANTS

Here is a list of restaurants nearby:



### **Café Parvis \$\$**

433 Mayor Street, Montreal

514-764-3589

<http://cafeparvis.com/>



### **Pizza Il Focolaio \$**

1223 R. du Square-Phillips

514-879-1045

<https://ilfocolaio.ca/>



### **St-Paul Steak Frites \$\$**

405 Saint-Antoine Street W

514-878-3553

<https://steakfrites.ca>



### **Fiorellino \$\$**

470 De La Gauchetière Street W

514-878-3666

<http://www.fiorellino.ca/>