



**Preparation for the upcoming IAAE Canada: FOAM Conference
May 28th to May 31st, 2023**

Location: DoubleTree by Hilton Kitchener
30 Fairway Rd South, Kitchener, Ontario N2A 2N2

Dear Trade Show Exhibitor:

Thank you for committing your time, resources, and enthusiasm for this event. We expect a great turnout, an interesting agenda and focused time with the delegates.

In preparation for this, please see the notes below:

Sunday May 28th, 2023

- **Trade Show Exhibitor setup** 12:00 – 17:30
- Free Evening

Monday May 29th, 2023

- Trade show opens: Breakfast 8:30
- Exhibitor Rendezvous – Cash Bar 16:00 – 17:30
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Tuesday May 30th, 2023

- Trade show opens: Breakfast 7:45
- Exhibitor Rendezvous – Cash Bar 16:00 – 17:30
- Sponsors Night Out bus departs 18:15

Wednesday, May 31, 2023

- **Trade Show Exhibitor tear down** 12:00

Hotel Exhibitor Contact

- Vivian Vargas, Sales and Catering Manager, T: 519.893.1211 ext.: 7515
Cell: 519.589.5160
- The conference will take place in **Waterloo Salon A/B/C**.
- The hotel will unlock delivery doors for Exhibitors to load/unload located in front of Waterloo B. There is a gravel lot and path entry from there. **(see map)**
- Any set-up or teardown questions can be directed to Vivian Vargas.
- All exhibitors should reference the FOAM event and dates on all shipping labels and the hotel will store them.
- The tradeshow area is secure overnight.

Exhibitor Introductions

- At the start of each session Exhibitors will be introduced by the moderator – please provide your name, a brief description of your business and booth location.
- Each Exhibitor will be advised by May 25th of their session introduction slot -- date and time.
- All delegates and sponsors will be entered into a drawing bucket and will be drawn at the time of the Exhibitors introduction session.

Floor Map Key

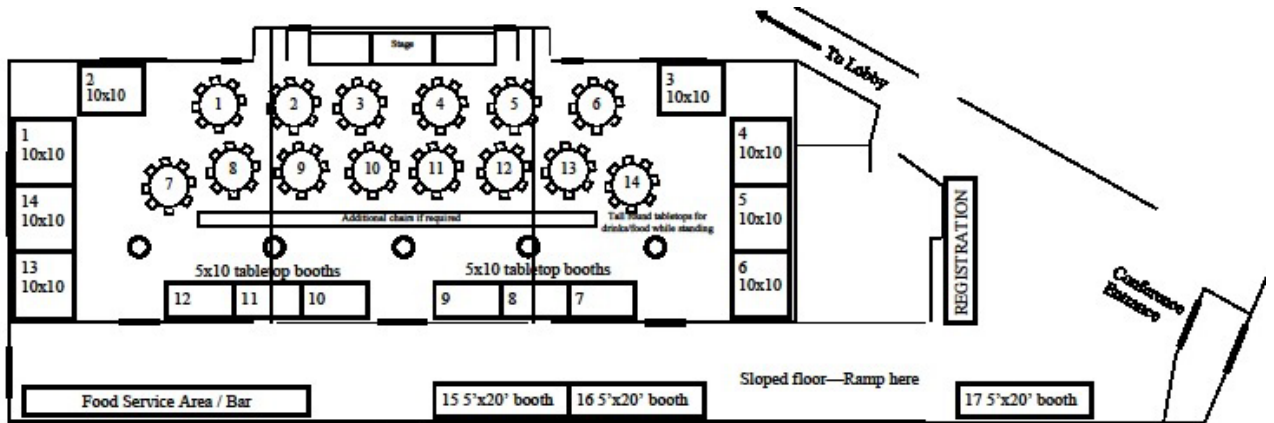
-  Elevators
-  Meeting/Conference Rooms
-  Amenities/Service Areas
-  Public Space
-  Outdoor Space

Main Floor



Exhibitor Booth Assignment

- Please provide Michelle your 3 preferred booth location no later than **May 12th**, booths will be assigned based on sponsor level and date of booth / sponsor confirmation. (see map)



Thank you again for your support and we look forward to seeing you on Sunday May 28th.

Sincerely,
Michelle, Kelvin and Richard