



## **PPPC Trade Show Rules & Regulations**

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### **Guiding Principles**

The **PPPC Trade Show Rules & Regulations** are created, enforced, and updated by the **Promotional Products Professionals of Canada** (PPPC, or also known as “Management”). Designed to ensure PPPC trade shows are professional, respectful, inclusive, and valuable for all members.

By registering, exhibiting, or attending a PPPC event, all participants agree to comply with the following pre-, during and post-show.

PPPC reserves the right to interpret, enforce, and amend these rules at any time in the best interest of the association, its members, and the event.

### **Compliance**

The Exhibitor agrees to comply with all applicable privacy laws, including the Personal Information and Electronic Documents Act (Canada, the “Privacy Laws”) and particularly with respect to any personal information about an identifiable individual collected, used, or disclosed during or in connection with the show.

The following rules apply equally to shows at which Clients (End-Users) of member Distributors are invited.

Exhibitors, members, or persons in attendance of PPPC events who violate these Rules & Regulations are subject to sanctions and/or penalties, which may include the following:

- Ejection from the event.
- A written warning detailing the violation and filed in the member’s file.
- A fine in the amount of the company’s membership dues.
- Forfeiture of priority points for booth assignment at future shows; and/or
- Loss of the right to exhibit or attend future PPPC events.



## **Eligibility to Exhibit or Attend**

### **Supplier Members**

Exhibit privileges are open to all Supplier Members who are in good standing with PPPC. PPPC shows are primarily designed for Suppliers and Distributors to do business together.

If a Supplier cannot exhibit, the company's products can be featured in their Multi-Line Agency's (MLAs) booth, but the Supplier is not permitted to work in the MLA's booth. Non-exhibiting Supplier Members may not be present on the show floor.

### **Associate Members**

Associate Members offering services to other members of the Association may exhibit; however, priority for exhibit space will normally be given to Supplier Members. The show's primary purpose is to provide Distributors with exposure to promotional products, premiums and incentives, and business gift items, and to assist them in the sale of such items to promotion buyers.

Associate Members and Associate Subscribers dealing in manufacturing equipment, machinery, parts, or materials used in the production of a product, imprinting and decorating equipment and all other similar items may not be exhibited.

Non-exhibiting Associate Members may not be present on the show floor during the event.

### **Multi-Line Agencies**

Multi-line Agencies (MLAs) provide sales and marketing services to Suppliers who do their own invoicing. When exhibiting, the name(s) of the companies the MLA represents must be clearly indicated below their name, and MLAs must pay a \$105 fee, in addition to their membership fees, towards exhibiting privileges.

MLAs may exhibit product lines as required under the following conditions:

- ONLY Member lines can be displayed.
- A maximum of two lines in the first booth, five lines in the second booth, and seven lines in the third booth are allowed; and
- Regular booth fees apply

MLAs may exhibit under their own company name only if the Suppliers whose lines they are showing are not present to exhibit their own product.



*NOTE: Companies with exhibiting privileges who choose to forego their right to exhibit at a PPPC trade show cannot attend that show under any circumstance. Multi-Line Representatives can only attend a PPPC trade show if they are representing one or more Suppliers exhibiting in the said show. All Exhibitors must be current in payment of dues and all other charges invoiced by PPPC and have executed the Exhibitor's contract.*

### **Visitors / Attendees**

Exhibitions and/or any special or business events held by the Association are industry trade events open to Association members who are current in payment of dues and subscribers who have paid an annual subscription fee in addition to the premium over what members pay for services. They are closed to the general public, unauthorized persons, and to children under the age of 16.

Distributor members can register as many of their staff members as permitted with respect to their level of membership to attend a show at no cost.

*NOTE: Distributors cannot register potential members or suppliers as delegates of their own firm or as guests for the purpose of giving access to the premises, as this is considered an unauthorized use of a badge. A penalty for such violations will apply automatically.*

### **Exhibits**

Official exhibits are confined to booths on the exhibition floor of the designated convention facility. Show management reserves the right to reject or prohibit exhibits, or Exhibitors do not meet the goals of the trade show, or to relocate Exhibitors when in management's opinion such moves are necessary to maintain the quality, traffic flow, character, and good order of the show.

Exhibitors are not permitted to show products, solicit, or draw traffic elsewhere on or around the PPPC premises during show hours unless agreed upon as part of a sponsorship opportunity with PPPC. An Exhibitor may reserve space only for its own use and may not transfer, assign, or sublet space to other Exhibitors without written permission of Management.

An Exhibitor may exhibit the products of no more than one company in a single standard exhibit booth. The Supplier can only show products that will be invoiced by said Supplier. Exhibiting products of affiliate or sister companies, even those who are also members, is prohibited. A Supplier can show as many lines as are sold by the company.



The Exhibitor agrees that no display may be dismantled or goods removed during the entire show run and must remain intact until closing on the last day.

Early tear-down of a booth will automatically result in a penalty. Exhibitor also agrees to remove their exhibit, equipment, and apparatus from the show building by final move-out time, or in failing to do so, agrees to pay all such additional costs as may be incurred.

Exhibits must comply with fire regulations. All display materials must be fireproof.

### **Booth Assignment**

Booth assignment space is assigned under a priority point system established by the PPPC, based on both the exhibitor supplier member's participation in trade shows (Beginning with the Montreal 1991 National Convention) and the number of members' years in the Association. Specifically, one point is credited for each calendar year of the company's membership since 1956 (date of the letters patent incorporating the Promotional Products Association of Canada Inc & Promotional Product Professionals of Canada) and one point for attendance at each PPPC show (per city). Exhibiting companies that lapse their membership for longer than one year lose previously accrued priority points.

Priority points cannot be donated, bought, or sold by or from one exhibiting company to another. Priority points can only be transferred or absorbed by one Exhibitor Company from another through the process of acquisition of another exhibitor company in good standing. The acquired company must clearly demonstrate that it is in the Promotional Products industry as a going entity at the time of the acquisition. However, the priority points of the two companies may not be combined. (For example: If Company A, with 13 points, purchases Company B with 45 points and becomes one company the firm's priority points are 45, not 58).

Exhibitors may list their booth location preferences on their application form but are not guaranteed specific locations and/or booth configurations. Many factors are taken into consideration when assigning booths and show management reserves the right to place a company's booth anywhere on the show floor that best suits overall considerations according to size, configuration, competition, overall flow, etc. Also considered in the allocation of booth spaces are competitive exhibitors, number of required booth spaces, special configuration, and date of returned registration forms.

Conflicts between firms having the same point credit are resolved by order of membership entry date. Groups of exhibitors are granted an average of their total points for booth allocation.



**IMPORTANT NOTE: Exhibitors whose booth registration forms and payment are not received by the deadline specified on the form will lose their priority points advantage for that show. Assignment of the booth space will then be on a first-come, first-served basis depending on space availability.**

### **Exhibit Space & Exhibitor Protocol**

Exhibit space not occupied by the Exhibitor by the end of the setup time shall be forfeited by the Exhibitor and the space reassigned by the Association without refund unless Show Management has approved arrangements for delayed occupancy. In the event that an Exhibitor fails to make all payments at the time appointed herein, all rights of the Exhibitor shall cease and terminate and any and all payments on account hereof prior to said time may be retained by Management as liquidated damages and not as a penalty, and Management may rent the space to other Exhibitors. Distributor attendee lists will not be provided to suppliers who forfeit their space or fail to make all payments.

If the venue should be destroyed by fire or the elements, or if any other circumstances whatsoever should occur which might make it impossible for Management to permit exhibitors to occupy the premises or if the show is cancelled, the exhibitor shall pay for space only for the period the space was or could have been occupied, and Management will in no way be responsible for any claims or damage which might arise in consequence thereof.

### **During the Show**

All exhibit items are to be placed within your designated booth space and must not encroach or obstruct the aisle or the neighbouring booths. PPPC is not responsible for lost, stolen or damaged items during the show.

Signs, advertising devices, and/or representation shall be confined to the Exhibitor's booth. Exhibitors can show line names and/or company names only at booths. Nothing shall be posted, tacked, or otherwise attached to columns, walls, floors or other parts of the building or furniture. Exhibitors shall not distribute or display products, circulars, catalogues, or publications outside the confines of the exhibit areas. Exhibitors are not permitted to supply or sell food or beverages within the exhibit space.

The Exhibitor shall not conduct him/herself or operate any equipment at a level of sound that is determined at the sole discretion of management to be detrimental to the welfare of the show or other Exhibitors.



Booth [Specs](#) & Limitations – Download document here

### **Booth Signage and Visual Displays Policy**

To maintain a professional, respectful, and inclusive environment for all participants, all booth signage and visual displays must comply with the following:

- **Respectful Content:** All signage and graphics must project a positive, inclusive, and respectful tone. Offensive, discriminatory, political, or controversial content is prohibited. No disparaging collateral against any brands or other members including signage and booth materials will be permitted. Disregard for this may result in the Supplier being removed from the show and/or fined.
- **Booth Containment:** All signage must remain entirely within the Exhibitor's assigned booth space and must not obstruct aisles or neighbouring exhibits.
- **Height & Placement:** Signage and display structures may not exceed height limits set by Show Management. Suspended or overhead signage requires written pre-approval.
- **Sound & Lighting:** Audio, motion, or lighting effects must not distract or interfere with neighbouring booths.
- **Pre-Approval:** Large-format signage—including banners over 10 ft., digital LED walls, or animated displays—must be submitted to Show Management no fewer than 30 days before the event.
- **Enforcement:** Non-compliant signage may be removed at Management's discretion, and violations may result in penalties.

### **Positive Environment and Code of Conduct**

The **Promotional Products Professionals of Canada** (Promotional Products Professionals of Canada) is committed to maintaining a respectful, inclusive, and professional atmosphere at all events.

All Exhibitors, Attendees, Contractors, and Staff are expected to:

- Treat all participants with courtesy, dignity, and respect.
- Avoid any behaviour, language, or materials that may be perceived as harassing, offensive, or discriminatory.



- Contribute to a welcoming environment for all, regardless of race, gender, sexual orientation, age, religion, background, or ability.

Violations may result in sanctions as outlined in Section 1, including removal from the event.

### **Distribution of Materials**

Catalogues may only show line names and/or company names and/or Association membership numbers. PPPC does not prohibit the publication of web addresses on supplier catalogues; however, in the spirit of cooperation, we recommend that the established and accepted structure of our Association be followed, that of Supplier-Distributor-End User, on websites.

Suppliers may exchange business cards with all Members of distributor companies and their staff.

Only retail coded price lists are permitted for distribution on the floor; net price lists are not.

### **Protection of Property**

Reasonable security will be provided at all times on the show premises, primarily to ensure public safety. Exhibitors' property shall be placed on display at their own risk and Management assumes no liability for loss of damage thereto. The Exhibitor shall assume all responsibility for loss or damage to his or her property due to theft, fire, flood, or any other cause beyond the control of Management.

PPPC might choose to coordinate the transportation of goods for its registered Exhibitors but has no control over the safe delivery of such goods and therefore will forever be held harmless in the case of loss, damage, and/or theft of Exhibitors' goods while in PPPC's or its contractors' possession. Exhibitors must ensure goods at their own expense.

### **Exhibit Staff**

Exhibit staff must be full-time employees of Exhibitors or be employed for the duration of the convention and clearly identified to PPPC. Badges for exhibit staff are not transferable. Costumed members of exhibit staff wearing product or location information must stay within the booth space while so attired. Registering a non-member as a company delegate consists of a violation and will automatically generate a penalty.

A Supplier is authorized to invite a representative of a raw goods company, a service provider, a professional model, and/or a demonstrator to work exclusively in his/her booth during the



show. This person will work exclusively for that Exhibitor and will not walk the show floor or solicit any other business at the show. Suppliers are prohibited from hiring or giving access to representatives from other promotional product companies unless they are member Multi-Line Representatives.

Multi-line/marketing reps who are members of the Association and represent one or more PPPC supplier members may work for more than one supplier at a PPPC show, providing those Supplier(s) are exhibiting.

It is the exhibiting Supplier's responsibility to ensure all personnel staffing the booth are familiar with these Rules & Regulations.

### **Third-Party Contractors**

Exhibitors may hire the services of third-party party contractors to set up and tear down their booths. These private companies are not necessarily known by PPPC and, for security reasons, will only be admitted under the following conditions:

- The Exhibitor must fill out the Third-Party Contractor Form in full.
- Third-party contractors must comply with all Show Rules & Regulations.
- Times for unloading, set-up and tear-down by contractors will be determined by Management to ensure that all Exhibitors have the opportunity to do so. Priority will be given to PPPC's official contractors.
- Proof of insurance with liability coverage of \$1,000,000 must be provided by Third-Party contractors to PPPC for work being done on the show floor.
- Third-Party party contractors should not extend their mandate further than the services they are rendering. Soliciting member companies for additional business during set-up, show time and tear-down is prohibited and could compromise a Third-Party contractor's future access.
- As per show regulations, Distributors and other Suppliers, members or not, cannot act as Third-Party contractors. Trade show access reflects respective membership categories.



## **Business / Social Events**

Members and Subscribers may not hold Business or Social functions or plant tours, which other Industry participants are invited during official exhibit hours, or during hours of Association-sponsored business or social functions, including Chapter-held events, without PPPC's authorization. To receive authorization to host an event during official PPPC event hours, please contact [info@pppc.ca](mailto:info@pppc.ca)

## **Photography/Audio/Visual Recordings**

Promotional Product Professionals of Canada (PPPC) may photograph, film, or record video at PPPC trade shows and events. These images and recordings may be used by PPPC for marketing, promotional, educational, and communications purposes in print, digital, and social media channels. By attending a PPPC event, you acknowledge that the event is a public forum and grant PPPC the right to use any photographs or video recordings captured during the event without further authorization or compensation. This may include images of attendees, exhibitors, speakers, sponsors, and guests.

All programs, meetings, sessions, seminars, trade shows and other events sponsored by the Association are the exclusive property of the Association and no one is permitted to record or reproduce such events, orally or visually, by digital recording, videotape recording, audio cassette recording or by any other means for commercial purposes without the express written consent of the Association.

This rule does not prohibit videotaping or other visual or oral recordings by an Exhibitor at Association Trade Shows made entirely within the booth space leased by that Exhibitor. In order not to interfere with normal show proceedings, all recording done outside an Exhibitor's own booth shall be done prior to or after exhibit hours; and any special expenses generated shall be borne by the proponents/Exhibitors.

## **Liability**

The Exhibitor agrees to indemnify and save Management and any of its agents, partners, employees or sponsors, harmless from any damage, liability, claim, cost or expense (including legal fees) whatsoever arising from any injury or damage to said exhibitor, their agents, employees or invitee, or to other exhibitors or their property, and/or from any breach by said exhibitor, their agents or employees of any applicable Privacy Laws. Exhibitors shall be liable for any damages to the building or furniture and fixtures contained therein, or the approaches and entrances therein, or the approaches and entrances thereto, by virtue of the



terms of this agreement. This also extends to any materials used for Management's demonstration and sales activities.

Exhibitors shall provide to Management a Certificate of Insurance issued by their insurance agent/broker (this Certificate is generally available at no additional cost). This Certificate must certify that the Exhibitor has General Liability Insurance that is effective between the Move-In and Move-Out dates and that the amount of this insurance is no less than \$1,000,000. Please contact your Insurance Company and request they place a "rider" on your existing policy. Exhibitors who have not supplied this Certificate will not be allowed to Move-In.

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## **Rules & Regulations**

### **Applicable in the Presence of Promotion Buyers / Clients**

#### **Exhibitors / Suppliers**

- Suppliers who generally sell directly cannot use PPPC shows to do so, whether the sale is to a Client (End-User) of their own or that of a PPPC Distributor member. They must refer any client whose interest in a product commands follow-up to the host Distributor.
- Exhibitor business cards are not to be given to invited clients under any circumstances, nor are Exhibitors allowed to collect business cards from them. Clients are invited by a distributor who will follow up with them. Exhibitors may exchange business cards with individuals of Distributor companies only. No exceptions.
- Exhibitors may show line names and company names at booths and on materials distributed at PPPC shows. They cannot display salesmen's specials, sample order forms or special contests for Distributors and/or their Clients during End-Users' visits.
- Suggested retail coded price lists may be displayed, quoted, or discussed, but net costs or discounts must not be mentioned to Clients or Distributors accompanying them. This unwritten industry rule is to be strictly adhered to under PPPC guidelines at PPPC events.



- A Supplier who owns and operates a distributorship may exhibit, providing that no Distributor personnel work the booth.
- All exhibit staff must comply with the general Show Rules & Regulations (above).
- No sale of merchandise of any type is permitted on the show floor.

### **Distributors / End Users**

- All PPPC Member Distributors and PPPC Member Subscribers may attend the show unless a show is designated for Distributors only. Qualified non-member distributors may be permitted to attend PPPC shows, from time to time, via a PPPC authorized invitation by a PPPC Member Supplier.
- Member and invited Client pre-registration are done online only. Distributors are responsible for pre-registering their invited clients.
- Only those PPPC members in good standing and who have no current outstanding balance of dues and/or other fees will have access to the online registration system, as well as the show floor.
- Promotion Buyers (End-Users/Clients) wear a name badge identifying them as such. Qualified non-member distributors cannot invite end-users to any PPPC Trade Show.
- Distributors are prohibited from soliciting other distributors' clients at the show. Distributors who host a client lounge off the show floor are responsible for redirecting clients of other Distributors who mistakenly walk into their room.
- The Association will provide an electronic client invitation that Distributor members can forward to their clients. Clients are admitted only if they have been invited by a Distributor member, present a verifying invitation, can identify their host, and present a business card. They are allowed to walk the show floor by themselves. It is strongly recommended that the host Distributor pre-register their invited Clients.
- Distributors cannot register potential members or suppliers as delegates of their own firm or as guests for the purpose of giving access to the premises as this is considered the unauthorized use of a badge. A penalty for such a violation applies automatically.



## **Distributor Hospitality Suites**

### **No Marketing or Soliciting on the Show Floor**

Distributors hosting hospitality suites may not market, solicit, or promote their company on the show floor or in public/common areas of the venue.

This includes:

- Approaching attendees
- Handing out materials
- Waiting near entrances or registration

All marketing activities must occur inside the rented suite only. Distributors also may not use windows overlooking the show floor to promote their company, when applicable.

Host Distributors are not permitted to wait for their invited clients at or around the registration area or foyer outside the exhibit hall. Host Distributors must rent a closed and private meeting room (hospitality suite) in PPPC-approved spaces.

### **Restrictions on Signage Outside the Suite**

To maintain a consistent and professional appearance:

- Only one (1) standard-size pull-up banner is permitted outside the suite.
- Signage must be respectful and not disparage any member or their associated brands.
  - PPPC will provide one (1) “PRIVATE RECEPTION – BY INVITATION ONLY” sign per suite.
  - Signs must be positioned immediately to the right and/or left of the suite entrance.
  - No additional signage, decorations, displays, or product setups are permitted outside the room.
  - No window displays, door wraps, hallway pop-ups, floor decals, or entrance units of any kind are permitted.
  - Client check-in/registration must occur inside the suite.
  - With the exception of the two permitted signs, no tables, products, samples, or other items may be displayed outside the suite.



### **No Soliciting or Product Promotion Outside the Suite**

Outside the suite:

- No tables, samples, giveaways, or product displays may be placed in hallways or public areas.
- Music must remain inside the suite only and kept at a reasonable volume so as not to disrupt other suites.
- Outside food and beverages are not permitted and must be ordered through the hosting facility.

### **No Exhibiting of Direct-Import Products**

Distributors may not display or promote products imported directly from overseas for exclusive sale by their company, in alignment with the North American supply chain model upheld by PPPC.

### **Arrival, Presentations & Meeting Protocol**

Distributors hosting hospitality suites must ensure:

- Invited clients know when and where to meet.
- They do not wait for clients near registration, foyer areas, or outside the exhibit hall.
- Clients accidentally entering another Distributor's suite are respectfully redirected.
- Host Distributors must remind invited clients of the PPPC rule prohibiting the exchange of their contact information with Exhibitors.
- Only companies exhibiting on the show floor are permitted to make presentations in hospitality suites. Distributors should verify the Exhibitor list or contact PPPC to confirm eligible Suppliers.

**As an individual participating in a PPPC trade show, you, your staff, and your company agree to abide by all the rules and regulations outlined above, adopted, and enforced by the PPPC, the show sponsors, and the event facility.**

**By participating in the trade show and as part of the registration agreement with the PPPC you are acknowledging acceptance of these rules and regulations and agreement to follow them as outlined.**

**It is your responsibility to inform yourself on these show rules and regulations and understand by not adhering to them you and your company will incur penalties as outlined in this document.**