MERCH CANADA | NATIONAL ASSOCIATION

TOPS+ 2027 EXHIBITOR GUIDE

PLEASE REVIEW THIS GUIDE CAREFULLY

INTRODUCTION

TOPS+ is Canada's longest-running travelling branded merchandise trade show, connecting Suppliers and Multi-Lines with Distributors and their clients across five cities.

The tour offers Suppliers an opportunity to showcase new and innovative branded merchandise while helping Distributors and their clients discover the latest products and connect with leading Suppliers.

City	Dates	Setup/Move-out & Show hours	Show Venue	Hotel
Vancouver	Mon, Feb 8	Setup – 12:00pm-6:00pm	Vancouver Convention Centre East Exhibit Hall A 999 Canada Pl #300, Vancouver, BC V6C 3B5	Pan Pacific Vancouver 999 Canada Pl #300, Vancouver, BC V6C 3B5 Vancouver Hotel Link Book by Jan 10
	Tue, Feb 9	**Show – 9:00am-3:00pm**		
		Move out – 3:00pm-6:00pm		
Calgary	Wed, Feb 10	Setup – 2:00pm-7:00pm	Westin Calgary Airport Hotel 671 Aero Dr NE, Calgary, AB T2E 7Y5 Calgary Hotel Link Book by Jan 7	
	Thu, Feb 11	**Show – 9:00am-3:00pm**		
		Move out – 3:00pm-6:00pm		
Winnipeg	Wed, Feb 17	Setup – 12:00pm-6:00pm	RBC Convention Centre 375 York Ave, Winnipeg, MB	Delta Hotel Winnipeg 350 St Mary Ave, Winnipeg, MB Winnipeg Hotel link Book by Jan 14
	Thu, Feb 18	**Show – 9:00am-3:00pm**		
		Move out – 3:00pm-6:00pm		
Montreal	Mon, Feb 22	Setup – 12:00pm-6:00pm	Sheraton Laval 2440 Laurentian Autoroute, Laval, QC Montreal Hotel Link Book by Jan 21	
	Tue, Feb 23	**Show – 9:00am-3:00pm**		
		Move out – 3:00pm-6:00pm		
Toronto	Wed, Feb 24	Setup – 12:00pm-6:00pm	The International Centre Conference Centre Orion A 6900 Airport Rd, Mississauga, ON L4V 1E8	Westin Toronto Airport Hotel 950 Dixon Rd, Etobicoke, ON Toronto Hotel Link Book by Jan 22
	Thu, Feb 25	**Show – 9:00am-3:00pm**		
		Move out – 3:00pm-6:00pm		

FEATURES

- Five-City Tour: Connect with Suppliers, Multi-Lines, Distributors, and their clients across Canada.
- Distributor Attendance: More than 1,500 Distributor visitors from 450+ companies, including members and subscribers.
- Competitive Booth Pricing: Includes pipe and drape, booth carpet, and post-show Distributor lists, subject to privacy legislation.
- Sponsorship Opportunities: Sponsorship, advertising, branding, and product placement opportunities are available. Contact barbara@merchcanada.ca .

All forms and the latest event information are available at https://pppc.ca/events/tops/

EXHIBIT SPACE APPLICATION & CONTRACT

Booth assignments are based primarily on the priority points system for applications submitted by December 14, 2026. Submission date, booth size, and competitive product lines will also be considered.
All booths must comply with the official booth specifications, height restrictions, and sightline requirements. Review the Show Rules before planning your display.

Cancellation Policy

- Deposits are non-refundable.
- Members cancelling in writing by December 14, 2026, will receive a refund of fees paid, less the deposit and a $200 administration fee.
- No refunds will be issued after December 15, 2026.
- Submit written cancellations to connie@merchcanada.ca.

SHOW DECORATORS & VENDORS

Decorator information and order forms for electrical, freight, Wi-Fi, and other services will be posted on the TOPS+ website as they become available.

BOOTH INCLUSIONS & EXCLUSIONS

Each 10' × 10' (8' x 10' in Montreal) booth includes:

- **Pipe and drape (8' backwall and 3' sidewalls)**
    - **Booth carpet**
    - **On-site Merch Canada support**
- **Morning coffee and light lunch for up to two booth attendees in the Exhibitor Lounge on show day**
    - **Two non-transferable exhibitor badges**
    - **Show guide listing**
    - **Post-show visitor reports, subject to privacy legislation**

For more information on the delivery of your goods, please contact the show decorator for each city.

The following are not included: tables, chairs, booth vacuuming, signage and installation, phone lines, booth internet, electrical power, furniture rentals, and lead retrieval devices.

The SAGE ShowLink Lite Lead Retrieval System is available for exhibitors to use on their own devices. For registration or assistance, contact ses@sageworld.com .

SPONSORSHIP PROGRAM

Merch Canada offers sponsorship, branding, visibility, advertising, and product placement opportunities. Please refer to the sponsorship package or contact barbara@merchcanada.ca for details.

MOVE-IN, SETUP, TEARDOWN & MOVE-OUT

Vancouver: High-visibility vests are mandatory during setup and teardown. These are recommended in all cities.

Third-Party Contractors: Exhibitors using independent contractors must submit the Third-Party Contractor Authorization Form. Contractors must be pre-registered, authorized by Merch Canada, and provide proof of liability insurance as required by the form.

Booth Staff: All booth staff must register in advance. Registration links will be posted on the event website. Badges are not mailed in advance.

Additional Badges: Each booth receives **two** badges. Additional badges, including meal access, are available for $75 each.

Important: Early booth teardown is prohibited. Exhibitors dismantling their booths before closing will be fined an amount equal to the cost of their booth.

SHIPPING, MATERIAL TRANSPORTATION & DELIVERY

Exhibitors are responsible for shipping materials to their first show and arranging transportation from their final registered show.

For exhibitors participating in the full five-city tour, transportation between cities includes one skid or crate per 10' × 10' booth, up to 6' × 6' × 6' (216 cubic feet).

Additional Freight Charges

The following restrictions apply for each 10' x 10' booth. No exceptions will be made.

Additional fees will be charged if any of the following apply:

- Your skid is over and above your booth allotment; and/or
- You choose NOT to exhibit in the full tour AND have Merch Canada transport your materials to your next exhibiting city

Route	Reg Rate Crate size 6' × 6' × 6' (216 cubic feet)	Extra large/ oversize
Vancouver to Calgary	$500.00	$1,000.00
Calgary to Winnipeg	$500.00	$1,000.00
Winnipeg to Montreal	$600.00	$1,200.00
Montreal to Toronto	$400.00	$ 800.00

Shipping Arrangements

Recall Show Services Inc. can handle all your shipping & customs services so you can focus on your event. You can ship to their advance warehouse to ensure a smooth move in, a guarantee of on time delivery, and placement of materials inside your booth. Full spectrum service includes pick of shipment, storage at the Advance Warehouse, priority delivery to the venue, storage of empty crates and outbound service after the event.
Recall is owned and operated by Rob McCall, Merch Canada's contracted floor manager. Exhibitors should make advance arrangements directly through Recall Show Services.

Rob McCall
Recall Show Services
Phone: 416-509-6103
Email: rmccall@rogers.com

Advance Warehouse: Recall offers an advance warehouse if you must ship early. Please contact Rob McCall, Recall Show Services, to make advance warehouse shipping arrangements.

Other Carriers: If you choose not to ship with Recall Show Services, please contact Show in Motion (Vancouver), Central Display(Winnipeg)or GES (Calgary, Montreal, and Toronto) directly to arrange your shipping.

Canada Customs
Goods being imported into Canada for display only qualify for duty-free importation under the provision of Tariff item No. 9993.00.00 and full GST relief under Special Authority Code 51. Please contact Jeff Davis of North American Logistics Services by email at jdavis@nalsi.com or by phone 855.328.2841 or your personal Customs Broker for more information.

SHOW RULES & REGULATIONS

All Trade Show Rules & Regulations form part of the booth contract and must be reviewed by all exhibitors. Please read the Merch Canada Show Rules & Regulations carefully to ensure your booth complies with all requirements.

- **Adhesives:** Cleaning fees may apply for tape, adhesive residue, or other materials used to secure booth flooring.
- **Age Restriction:** No one under 16 is permitted on-site at any time, including during setup and teardown NO EXCEPTIONS.

MANDATORY INSURANCE

Exhibitors must carry their own liability coverage, fire, theft and/or other insurance and have the **obligation to provide Merch Canada with a copy of their certificate of insurance for this trade show. It is requested and is a condition for exhibiting.** Show Management shall take all necessary precautions to prevent losses and to protect the interests of exhibitors. Show Management, and its official contractors will not accept responsibility for injury to persons, loss of, or damage to products, exhibits, equipment or decoration, by fire, accident, theft or any other causes while in the building and/or in transit to or from the exhibit site.

Exhibitors, or their agents, must provide adequate insurance for their own personnel, exhibits and materials against all such hazards. Please contact your Insurance Company and request they place a "rider" on your existing policy. Inform your Insurance Company of show location, move-in and move-out dates or provide them with a completed copy of the liability insurance template. **This "Certificate of Insurance", with contractual liability insurance at limits of at least $1,000,000 per $1,000,000 aggregated, must be issued and submitted to Merch Canada by December 15, 2026. Please send copies to connie@merchcanada.ca.**

EXHIBITOR ORDER CONTACTS & LINKS

CITY	SHOW SERVICES/RENTALS	AV/ELECTRICAL
Vancouver	Show in Motion Phone: 604-599-1440 Email: orders@showinmotion.com **Order Link to follow**	Electrical/ Rigging/Wi-Fi/Internet **Order Link to follow**
Calgary	GES 1.877.437.4247 torontocl@ges.com **Order Link to follow**	AV/Electricity - Encore Christine King Sales Coordinator @ The Westin Calgary Airport Christine.King@encoreglobal.com **Order Link to follow**
Winnipeg	Central Display 204-237-3367 info@centraldisplay.ca **Order Link to follow**	AV – Encore Justin.Lancaster@encoreglobal.com **Order Link to follow** Electricity/Internet – RBC Convention **Order Link to follow**
Montreal	GES 1.877.437.4247 torontocl@ges.com Discounted pricing ends Feb 10 **GES Montreal Order Link**	St-Martin Electrique congres@stmartinelectrique.ca (450)687-8012 **Order Form to follow**
Toronto	GES 1.877.437.4247 torontocl@ges.com **GES Toronto Order Link**	ShowTech Power & Lighting Phone: 905-677-9546 Fax: 905-677-8713 **Order Link to follow** Encore – AV & Internet & Rigging Tel: 905-678-5120 Email: TICC@EncoreGlobal.com Website: www.encore-can.com Onsite Technical Support 416-434-7875 **Order Link to follow**