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# IDC Destination DesignEx | Willow Springs Winery Exhibitor Guidelines

## Venue Date and Details

**DATE:** Wednesday, June 19, 2024

**LOCATION:** Willow Springs Winery

**ADDRESS:** 5572 Bethesda Rd. Stouffville, Ontario L4A 3A2

**Tabletop room:** Vineyard Marquee tent

### 1. Exhibitor Schedule and Move-in/out Schedule

Exhibitors may arrive anytime between the move-in times listed to set up their space. Exhibitors must be ready for attendees by 3:45 p.m. Doors open at 4 p.m. for attendees. Move-out begins at the end of the show at 6 p.m. Please review schedule and move-in/out times below.

- 1 - 2 p.m. | Networking lunch with designers
- 2 - 3 p.m. | Move-in and set-up
- 3 - 6 p.m. | DesignEx Show
- 6 - 7 p.m. | Move-out and tear-down

**Please Note:** Exhibitors are responsible for removing all storage crates and boxes from the table top show floor prior to the show opening. Storage of crates and boxes are the responsibility of the exhibitor. Secured venue will not have space for storing these items.

### 2. Display of Products

All products must fit on table top provided and/or within your allotted space. If you are using a banner, the banner **MUST** be displayed within your booth space and be of modest size. **DO NOT** place any materials outside your booth area or disrupt your neighbour. Please note your table dimensions, point 5.

### 3. Booth Location and Floor Plan

Exhibitors will have the opportunity to select their booth location based on Sponsor Level, on a first come, first served basis. Platinum Sponsor(s) will have first choice; Gold sponsor(s) will have second and so on. IDC will reach out after your registration. Priority is given to IDC members for selection of the table location. If a choice is not made by the designated deadline date, IDC will assign a table location to you.

### 4. Booth Space and Furnishing Provided

Platinum level space is 12ft wide x 2.5ft deep\* and will receive two tables. This space is also customizable.

Gold, Silver and exhibitor level table space is one table with linen. Table dimensions are 6ft wide x 2.5ft deep\*.

\*Dimensions include table.



**5. Electrical Outlets and Resources**

If you are in need of electrical, please advise [Barbora Krsiakova](#) with your requirements as soon as possible.

IMPORTANT: Exhibitors are responsible for their own extension cords, power bars, etc. IDC will not have any extension cords, powers bars, etc. for exhibitor use.

**6. Parking**

Parking is available, lot size: 150 spots.

**7. Door Prizes**

Each exhibitor has the option of providing a door prize for the show. Door prizes must be displayed in your booth space. Exhibitors will collect attendee business cards for their own door prize draw. Bowls for business cards will not be provided. You must have your own method of collecting business cards.

Once participation is confirmed, you will receive an email asking if you will be providing a door prize for the show. If there are questions, please contact [Barbora Krsiakova](#).

**8. Cocktail & Networking Reception**

During the cocktail networking reception, a cash bar will be located at the table top. Based on your exhibitor participation level, complimentary bar tickets will be provided to you in advance at the registration.

**Platinum exhibitors will receive eight cocktail tickets.**

**Gold exhibitors will receive four cocktail tickets.**

**Silver exhibitors will receive two drink tickets.**

**9. Be Kind To Your Neighbour**

IDC has developed on a floor plan that accommodates all exhibitors comfortably. We ask that you be considerate of your neighbour(s) during the show.

**10. Invite Your Clients!**

We encourage you to invite your clients to this event. Attendance is complimentary to all in the design industry.

**Questions?**

Please contact Barbora Krsiakova, [bkrsiakova@idcanada.org](mailto:bkrsiakova@idcanada.org) if you have any other questions.