

# EXHIBITOR MANUAL

(updated Feb. 20th, 2025)

**EXHIBITOR LOAD-IN MAY 26, 2025**

**General Load-In (carry in) and Setup:**

Monday, May 26th, 2025 – 1pm - 8pm

**MAIN EXPO MAY 27-28, 2025**

Exhibitor Portal

[growupconference.com/toronto/exhibitor-info/](http://growupconference.com/toronto/exhibitor-info/)

**TOLL-FREE: 1.866.GROW.UP.1**

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# GROWUP CONFERENCE & EXPO

MAY 27-28, 2025  TORONTO

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## 1. BOOTHS INCLUDE:

### 10 X 10 BOOTH:

- 10' x 10' booth space (pipe & drape)
- 8' black backdrop, 3' black side rails
- (3) Three - Industry Pass (2-Days)
- 1 - 6' table and 2 chairs (if required)
- Company listing on the Grow Up Conference website
- Company listing in the official show guide

### 5 X 10 BOOTHS (BRAND & BUYERS):

- 5' x 10' booth space (pipe & drape)
- 8' black backdrop, 3' black side rails
- (3) Three - Industry Pass (2-Days)
- 1 - 6' table and 2 chairs (if required)
- Company listing on the Grow Up Conference website
- Company listing in the official show guide

## 2. BOOTHS DO NOT INCLUDE:

Telephone, Internet/Wifi, A/V, Water and Electrical Services. These must be ordered through Pearson Convention Centre or Empire – see sections below.

The following services can be ordered from our service contractor Robinson Show Services:

- Additional furnishing
- Signage
- Carpet (NOTE: The expo floor is currently carpeted)
- Display
- Labour
- Electrical services can be ordered through Empire Entertainment.

All order forms are available on your Exhibitor portal.

## 3. CHECK LIST

- Register your Conference Delegate(s) / booth attendees online - (see Appendix 1)
- Provide proof of exhibitor insurance - Mandatory (See #12)**
- Order Electrical, A/V, Telecommunication (phone and Internet) services from Empire (see sections 10)
- Order Booth Decorations (see sections 19)
- Book Load-in Time with Exhibition Manager (see sections 15)
- Book Accommodations at Hotel (see sections 12)  
<https://growupconference.com/toronto/hotel-travel/>

## 4. GROW UP CONTACT INFO

**Grow Up Conference and Expo**  
176 Young Street, Welland, ON L3B 4C8  
Tel: 1-866-GROW-UP-1 Cell: 905-324-8528  
info@growupconference.com  
<https://www.growupconference.com>

## 5. GROW UP STAFF

**Randy Rowe**  
President/CEO  
rrowe@growupconference.com

**Charlie Rowe**  
Account Manager/CEO  
charlie@growupconference.com

**Verle Mobbs**  
Event Manager  
verle@growupconference.com

**Registration Manager**  
registration@growupconference.com

**Dave Baker**  
Exhibitor Manager  
expo@growupconference.com

## 6. CUSTOMS BROKER

The customs broker for Grow Up is ConsultExpo who will be pleased to help you with your customs clearance of goods being imported into Canada. They will provide you with an exhibitor kit, containing all appropriate customs and shipping documents. To receive this kit, please contact ConsultExpo directly:

**Diane Labbé Deegan**, Account Executive

**ConsultExpo**  
Tel: 514.482.8886  
[www.consultexpoinc.com](http://www.consultexpoinc.com)  
dianel@consultexpoinc.com

## 7. EXHIBIT BOOTH LOCATIONS

Hall A - F

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## 8. EXHIBITOR STAFFING

- Each Exhibitor must ensure that there is at least one (1) of their Exhibit Staff on duty at the booth at all times during exhibition hours.
- Exhibit Staff must wear laminates at all times, including during exhibit setup.
- Exhibit Staff will be required to produce identification or a letter of authorization from the company they are representing.
- No exhibit load-in may commence until proper laminates are collected from Grow Up
- If you would like to have additional staff at your booth, please contact Grow Up to purchase additional passes.

## 9. ELECTRICAL, INTERNET & A/V SERVICES

### Empire Global

Marco Sousa  
marco@empireentertainment.ca  
T +1 905-677-0245

## 10. CONVENTION – CONTACT INFO

**Sam Saravanamuthu**, Conference Service Manager  
Pearson Convention Center  
2638 Steeles Ave. East, Brampton, ON L6S 6J9  
Tel: 905.494.0444 Cell: 416.561.9495  
sam@pearsonconvention.com

## 11. HOTEL – GUEST ROOMS / RESERVATIONS

Grow Up has arranged special rates at adjacent hotel:  
Hilton Garden Inn Toronto/Brampton  
2648 Steeles Ave. East, Brampton, ON L6S 6J9  
**\$184CAD per night**  
Additional accommodations including dinner reservations can be found here: <https://growupconference.com/toronto/hotel-travel>

## 12. INSURANCE – MANDATORY

**Mandatory:** Exhibitors must have valid exhibit insurance in advance of the Conference with their insurance broker or agent. Insurance policy number must be provided to Grow Up prior to load-in. We work with MaxxCann, but you are free to use your own insurance company.  
Scott Wilkins, Senior Broker  
MaxxCann Insurance  
250-715-6868  
scottw@maxxcann.ca

Grow Up will not accept any claim for loss due to fire, theft or damage of exhibits, nor will it be held liable for personal injury caused by an exhibit or exhibitor.

## 13. LOAD-IN / LOAD-OUT

Loading door is available on a first-come first-served basis. Parking at the loading door while setting up your booth is not permitted. Vehicles must unload and depart the loading door. **IMPORTANT NOTE: LOADING DOOR IS ON GROUND LEVEL. EXHIBITORS MUST NOTIFY SHIPPING COMPANY THEY WILL REQUIRE A TRUCK WITH A LIFT GATE.**

**If you require more than 3 hours to set-up your booth please contact the Exhibition Manager to schedule an earlier load time.**

### Exhibition Service

Dave Baker, Exhibitor Manager  
expo@growupconference.com

## EXPO TUESDAY, MAY 27 - WEDNESDAY, MAY 28

**General Load-In (carry in) and Setup:**  
Monday, May 26th, 2025 – 1pm - 8pm

**Load-out will begin after the close of the Expo:**  
Wednesday, May 28th, 2025 – 3pm - 10pm

All exhibits must be struck at that time and removed as soon as possible. **No exhibits may be struck earlier than 3:00 pm.**

Only when your exhibit is packed and ready for transport will your vehicle be permitted access to the loading dock.

## 14. NOISE

Grow Up reminds everyone to respect your fellow neighbour and keep the noise to a manageable level.

## 15. EXHIBITOR REGISTRATION

Exhibitor Registration will be located at the loading docks of the convention centre. All exhibitors and their helpers are required to pick up passes BEFORE load-in of their exhibits. This is extremely important for security reasons. No one will be admitted to the Exhibit Area without a pass.

## 16. SECURITY

Professional security will be on-duty during the conference and exhibition hours. Please be sure to have your exhibitor badge with you at all times to ensure you are not denied access to the Exhibit area.

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## 17. SERVICE CONTRACTOR

### ROBINSON SHOW SERVICES

Niels Pierik

Direct: +1 647 408 6241

2066 Concession Rd #3, Palgrave, ON L0N 1P0

niels@robinsonshowservices.ca

Call Robinson to arrange for any of these services:

- tables and chairs
- additional furnishings
- booth carpeting
- signage
- display labour
- transportation & storage
- secure storage racks
- custom brokerage

For exhibitor manual and ordering online portal, see links below:

[Grow Up Conference 2025 – Exhibitor Manual](#)

[Grow Up Conference 2025 – Exhibitor Ordering Portal](#)

We encourage exhibitors to place their order early and created promo code: GROWUP25 for 10% off their order.

## 18. SHIPPING INFORMATION

For shipping from outside Canada, please contact ConsultExpo for custom brokerage services. Please note that if shipping to Pearson Convention Center, Robinson offers on-site and advance material handling. Please make arrangements with Robinson beforehand.

## 19. STORAGE

There will be limited storage available to exhibitors on the exhibition floor. If you require storage space for boxes, cases, or other booth-related items, please contact the Exhibition Manager by email with your request.

All items stored in the exhibit floor storage area are done so at your own risk. Please make sure to label and secure belongings. Valuable items are not recommended in the storage area. Empty storage is included if the exhibitor pays for either on-site or advance material handling, this is a per pound fee to the exhibitor

## 20. EXPO HOURS

Booths must be staffed during all Grow Up Expo operating hours:

- Tuesday, May 27, 10:00 am – 5:00 pm
- Wednesday, May 28, 10:00 am – 3:00 pm

## 21. FOOD AND BEVERAGE

No outside food and beverage will be permitted in the expo. Food and Beverage offerings must be ordered through Pearson Convention Center.

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## APPENDIX 1 - EXHIBITOR REGISTRATION

To register, please follow the steps online <https://growupconference.com/toronto/login/>

Note that whomever processes and completes the Booth/Sponsor package has created/used their own Eventdex account. Thus, the package/order will remain under their account under the "Order Summary" in the field called "Order BY". Your company will require this person's Eventdex login details in order to complete your staff's details for their badges to be picked up at our registration desk on site.

Your booth purchase indicates the TICKET/BADGE TYPE and QUANTITY for each.

If you require additional badges for your staff as Exhibitors/Delegates you must purchase these additionally through our online registration page - use the promotional code **2025-EXHIBITOR** to receive a 25% discount

If you do not know the names of who will attend Grow Up Conference & Expo, you may leave the badge types under the Buyers name, then edit these respectively. To edit the names for the badges, simply log into your Eventdex account: [www.growupconference.com/expo/login](http://www.growupconference.com/expo/login). Select the "Event" Grow Up Conference & Expo, then "My Tickets". Here you will see all ticket types and you may edit the names/emails of your staff by clicking on the edit icon - aka the green pencil. Don't forget to hit the 'Save' button!

To purchase additional passes, the same Buyer Login details should be used.

**IMPORTANT TO NOTE:** "Lead Retrieval" is NOT a Badge Type, but rather a feature included in your booth purchase. Therefore anyone's name associated with "Lead Retrieval" will not be granted a badge/entry to the event.

If you will have more than 5 people attending Grow Up Conference & Expo from your company, or you did not purchase your booth online, please contact our Registration Manager, [registration@growupconference.com](mailto:registration@growupconference.com) (no later than Friday, May 18, 2025), to upload your staff directly using a Google Sheets document:

Should you have any questions, or require assistance with this process, please contact: [registration@growupconference.com](mailto:registration@growupconference.com).

### Lead Retrieval

Use the same Ordered By login details as above to use your "Lead Retrieval" license. Up to three staff may use the same login details to access use of the license at the same time.

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## APPENDIX 2 – SAMPLING

Sampling will only be permitted by approved participating brands that have purchased the sample add-on. This includes Brands and Buyers exhibitors, Mendo Pavilion participants and Speed Networking participants. All others will be removed from the premises.

At Grow Up Toronto, we value the opportunity for you to showcase your products to our retail and budtender attendees. To ensure a smooth and successful event, we kindly ask you to follow these guidelines when distributing samples:

### 1. SAMPLING ADD-ON:

Prior to distributing any samples, you must obtain written approval from Grow Up organizers. Please submit your request to [samples@growupexpo.com](mailto:samples@growupexpo.com), detailing all of the product(s) you plan to distribute, the quantity, and any additional pertinent information.

### 2. VERIFY ATTENDEE'S CANSSELL STATUS:

Distribute samples exclusively to attendees with a Sampling wristband AND CanSell ID# on their badges. Always check for a CanSell designation on their conference badge before handing out samples.

### 3. COMPLIANCE WITH REGULATIONS:

Guarantee that all samples comply with local, provincial, and federal regulations. This encompasses proper packaging, labeling, excise stickers and adherence to quantity restrictions. All samples must have a sticker that says something to the effect of "For education purposes only. Not for resale." Each cannabis product sample must not exceed 3.5 grams of dried cannabis or its equivalent. You are responsible for staying informed about current regulations.

### 4. STORAGE AND HANDLING:

Safely and securely store and handle samples, adhering to any specific storage requirements.

### 5. EDUCATE ATTENDEES:

Sampling is for educational purposes only. Offer information about the product, its ingredients, and proper usage. Encourage responsible consumption and make sure attendees understand any potential risks associated with the product.

### 6. TRACK DISTRIBUTION:

Grow Up provides a lead retrieval system that allows you to maintain a record of the samples you distribute. This will help you manage inventory and gather valuable insights about your target audience. We recommend using an additional method of tracking as a back up.

### 7. NO SALES:

Please note that sales of cannabis products are strictly prohibited at the conference. Your focus should be on showcasing your brand and educating attendees.

### 8. CLEANLINESS AND WASTE MANAGEMENT:

Keep your booth clean and organized at all times. Dispose of any waste generated from sample distribution in the designated waste disposal areas.

The information on this page is meant as a guide only. Grow Up is not responsible for providing legal cannabis advice. It is the responsibility of each individual attendee, brand, LP, exhibitor and delegate to know the federal, provincial and local rules and regulations as it pertains to them. Grow Up can not guarantee that sampling will be available onsite. Educational sampling is an additional benefit to the conference and expo.

### REFERENCE: CANNABIS SAMPLING\*

Items, Benefits and Services Related to Education or Training:

Standard 6.5 also allows licensed retailers to accept items, benefits or services that are related to education or training. Examples of items, benefits and services related to education and training may include:

- Education or training sessions or materials  
Including education or training outside of the licensed retail store (e.g., participating in such a session as part of a tour of an LP's facility)
- Modest meals and refreshments during the education or training
- Cannabis product samples directly related to education or training
- The expectation is that sample sizes would be a small quantity of a particular strain of cannabis or product available in Ontario
- Samples of a particular strain of cannabis or product should be received infrequently

Class of Cannabis	Equivalent to 1g dried flower
dried cannabis	1 gram
fresh cannabis	5 grams
solids containing cannabis	15 grams
non-solids containing cannabis, other than cannabis beverages	70 grams
cannabis plant seeds	1 seed
cannabis concentrates	.25 grams
cannabis beverages	570 grams

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## EXHIBITOR LEAD RETRIEVAL



**GROWUP CONFERENCE & EXPO** is working with Eventdex to provide you with EASY TO USE Lead Retrieval App which will help you capture attendee information and converting them to leads.

Download the Eventdex app to your phone either by visiting [www.eventdex.com](http://www.eventdex.com) or the Google Play Store/Apple App store.

Scan the QR-Codes on the left to download the App from Google Play or simply search Eventdex and for the Apple App store click [Here](#).

After you download the App, please sign-up from the app using the same email address that you have used to sign-up for the event.

If you need any assistance, contact us at [support@eventdex.com](mailto:support@eventdex.com)

Each booth receives lead retrieval for up to 3 devices

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