

**Continental** 

**SEA**  **OTTER**   
JULY 4-7 BLUE MOUNTAIN

official automotive partner  SUBARU

**July 4-7, 2019**  
**2019 Exhibitor Manual**

## SEA OTTER CANADA

The Sea Otter Classic is entering its 29th year and has evolved to become the premiere cycling festival in the world for both brands and consumers.

Known as a sprawling and energetic “celebration of cycling,” most of cycling’s racing disciplines are represented including mountain bike, cross country, downhill, dual slalom and short track. Road cyclists completed in circuit, criterium and road racing. Also offered are a number of non-competitive, recreational events for riders of all ages.

Set to take place at Ontario’s Blue Mountain Resort, just 90 minutes north of Toronto, Sea Otter Canada joins the ‘Classic’ and Sea Otter Europe as the third edition under the iconic Sea Otter brand from July 4th to 7th, 2019.

Sea Otter Canada will showcase Ontario’s best cycling region with 9 racing / riding events across a wide range of Dirt and Road categories.

The festival will offer something for everyone to enjoy including a large Expo area featuring more than 100 cycling brands, bike demos, activities for kids, entertainment, local craft breweries and food vendors.

Sea Otter Canada is a Celebration of all things Cycling. It’s a festival for anybody who enjoys or appreciates the bike, no matter what their age or skill level.

As a participating Sea Otter exhibitor, we are delighted to provide you with the following Exhibitor Services Manual which includes everything you need to know about showcasing your brand at the Sea Otter Classic in 2019. For additional questions or concerns, Contact Jason MacLaren at [exhibitor@seaottercanada.com](mailto:exhibitor@seaottercanada.com) or 705 606-1044.

We look forward to seeing you at Sea Otter in 2019!

## **EXHIBITOR SERVICES**

### **Expo Location**

Blue Mountain Resort, The Orchard, Gord Canning Dr, The Blue Mountains, ON L9Y 1C2  
This is located on the south west side of the round-a-bout.

### **Expo Hours**

Friday, July 5	9:00 am – 6:00 pm
Saturday, July 6	9:00 am – 6:00 pm
Sunday, July 7	9:00 am – 4:00 pm

## **MOVING IN AND OUT**

### **Move in**

Please note: in 2019 there will be NO EXHIBITOR MOVE IN scheduled for Friday morning. Should you need to make specific move in arrangements due to an inability to meet the schedule below, please contact: [exhibitor@seaottercanada.com](mailto:exhibitor@seaottercanada.com)

### **Exhibitors Move-In Days:**

Tuesday July 2	12:00pm – 5:00pm
Wednesday July 3	9:00am – 5:00pm
Thursday July 4	9:00am – 5:00pm

**Exhibitor Parking is located on the south east side of the round-a-bout and will be open on Tuesday July 2 – Monday July 8, 2019.**

### **Important notes regarding move in times:**

1. Exhibitors can make arrangements for earlier move in by contacting Jason MacLaren via email at [exhibitor@seaottercanada.com](mailto:exhibitor@seaottercanada.com) or by phone at 705 606-1044
2. All exhibitors with booth space larger than a 20 x 20 or who plan to place a trailer in their booth space are strongly encouraged to set up on either Tuesday July 2, or Wednesday July 3, 2019.

### **What to do when you arrive:**

1. Follow the signs to Blue Mountain South Base Lodge and check-in at Guest Services.
2. Once you have checked we will confirm your booth location, and you will receive your parking passes and wristbands. **Please note:** wristbands are used during the event and must be shown/worn to enter the expo area.
3. You will then be directed to your booth space and exhibitor parking lot. If you are unsure about your exact location, please ask one of our designated expo workers.
4. When you arrive at your booth, please unload your supplies and move your vehicle to the Exhibitor Parking Lot.

**Important information for exhibitors:**

- Security will be on-site from 7:00am -9:00pm from July 2 – 8, 2019. There will be overnight security in the Expo area on July 4-7<sup>th</sup>, 2019.
- Sea Otter Canada is not responsible for any lost or stolen items and does not recommend leaving any merchandise in an unattended booth.
- During the event, vehicle load/unload hours and other vehicle restrictions will be enforced, including a 20-foot fire lane requirement throughout the venue.
- Loading or unloading of vehicles inside the Expo must be outside of Expo hours Thursday-Sunday.
- If you require product to be delivered to your booth during expo hours, Jason and our Expo staff will assist to the best of our ability with consideration to any disruptions to other exhibitors or Expo visitors. Please contact Jason MacLaren at 705 606-1044.

**Important information regarding exhibitor parking:**

- There are a limited number of exhibitor parking spots and those spaces, as available, will be filled on a first come, first serve basis. If you typically use your vehicle to store product during the show, please contact [exhibitor@seaottercanada.com](mailto:exhibitor@seaottercanada.com) regarding priority parking.
- For assistance with after-hours booth deliveries please contact Jason at 705 606-1044.

If you have any questions whatsoever regarding move in, parking, long term parking or booth set up, please email [exhibitor@seaottercanada.ca](mailto:exhibitor@seaottercanada.ca) or call 705 606-1044.

**MOVE OUT**

Exhibitors may tear down during the following times:

Sunday July 7 5:00pm – 9:00pm

Monday July 8 8:00am – 12:00pm

**SHIPPING & RECEIVING**

**VERY IMPORTANT:** Sea Otter Canada is working with Blue Mountain Resort to handle your shipping needs.

**INBOUND SHIPPING**

All inbound freight will be shipped Blue Mountain Resort, C/O Erika Langman 190 Gord Canning Drive Blue Mountains Ontario L9Y3Z2 and clearly label each shipment with “Sea Otter Canada” and list the category of items enclosed.

If you are sending anything in advance of July 2, 2019, please contact Jason MacLaren at [exhibitor@seaottercanada.com](mailto:exhibitor@seaottercanada.com) with details BEFORE sending.

**ON-SITE OFFICE HOURS FOR EXHIBITORS:**

Tuesday, July 2	9:00am – 5:00pm
Wednesday, July 3	8:00 am – 5:00 pm
Thursday, July 4	8:00 am – 12:00 pm
Sunday, July 7	12:00 pm – 8:00 pm

## **PARKING AND FESTIVAL PASSES EXHIBITORS**

In 2019 exhibitors are entitled to **ONE** parking pass and four event wristbands per space purchased. If extra wrist bands are needed, please contact [exhibitor@seaottercanada.com](mailto:exhibitor@seaottercanada.com)

### **Important updated information:**

- Parking at Blue Mountain Resort is limited. There are a limited number of sponsor and parking spaces in the Exhibitor/Sponsor parking on the south east side of the round-a-bout. These spaces will be filled as available, on a first come, first serve basis. If you typically use your vehicle to store product during the show, please contact [exhibitor@seaottercanada.com](mailto:exhibitor@seaottercanada.com) for support. Staff with a vehicle will be available to assist with load-in and load-out.

Parking passes and event wristbands will be issued when you check in, unless other arrangements have been made. The color-specific wristband acts as the credential for the event. If any support staff will arrive late, they may pick up their wristbands from the Registration area. Please provide names of any anticipated late arrivals to [exhibitor@seaottercanada.ca](mailto:exhibitor@seaottercanada.ca)

## **STORAGE OPTIONS**

Sea Otter is pleased to offer exhibitors onsite storage containers which can be rented for \$500 for the four-day event. Due to venue restraints, containers will be located in the south east parking lot. To register, [click here](#), or if you have already registered, simply email [exhibitor@seaottercanada.com](mailto:exhibitor@seaottercanada.com) to request storage.

Sea Otter Canada is not responsible for any lost or stolen items. We encourage you to bring your own locking device for the C Cans if you are able.

## **CANOPY, TABLES AND CHAIR RENTALS**

[Happenings Party Rental](#) has canopies, tables and chairs available for rent. Contact Happenings at 705-444-1443 or email [here](#).

## UTILITY CONNECTIONS

### ELECTRICITY

Sea Otter exhibit spaces do not come with electricity. You may purchase power (15 amp) as part of the exhibitor registration process. Please note:

- Exhibitors are responsible for bringing their own extension cords. We recommend bringing NO LESS than 100 ft of extension cord.
- If you are purchasing multiple adjacent booths, you may only require one connection but will be subject to circuit limits. PLEASE CONSIDER ALL ELECTRICAL NEEDS TO BE SURE AMPERAGE YOU PURCHASE IS SUFFICIENT.
- All exhibitors who purchase power will receive a colored tag(s) or band(s) from Sea Otter staff for their extension cord(s). Exhibitors who have purchased power must use the colored band on their extension cord(s). Any cords found plugged into power without bands will be removed.
- Power will be available from 7:00am – 7:00pm every day (July 5-7, 2019).
- No outside generators are allowed on site.
- You may view and purchase electricity as part of the registration process. To register, click [here](#), or if you have already registered, simply log back into your Sea Otter Exhibitor Account and place your order. Having problems accessing your account? Contact Jason MacLaren or call 250-516-7150.

You may view and purchase electricity as part of the registration process. To register, click [here](#), or if you have already registered, simply log back into your Sea Otter Exhibitor Account and place your order. Having problems accessing your account? Contact Jason MacLaren or call 250-516-7150.

### WATER

Water will be available on site at the south end of the expo area.

### ALCOHOL POLICY

The legal drinking age in the province of Ontario is 19 years of age. Serving people who are under 19 years of age is an offence and a regulatory violation under the LLA. **Alcohol** cannot be passed from a person of legal drinking age to a person that is under the legal drinking age. In accordance with Ontario Liquor Laws:

- Beer and wine may only be served to—or possessed, consumed, or purchased by—individuals age nineteen and up. Valid ID is required.
- All vendors must adhere to the Blue Mountain Resort alcohol policy. If exhibitors are planning to serve alcohol at their booths, please let us know so we can provide you with the appropriate policies and contacts.

For all alcohol related questions and pricing, please contact Jason MacLaren at [exhibitor@seaottercanada.com](mailto:exhibitor@seaottercanada.com)

## EXHIBITOR REQUIREMENTS INSURANCE REQUIREMENTS

Exhibitors must provide COI's with additional insureds. Insurance certificate must include as additional insured:

Sea Otter Cycling Canada Inc.  
544 King Street West  
Toronto, ON  
M5V 1M3

### 1. Certificate Holder – Additional Insured:

Blue Mountain Village Assoc.	796455 Grey road 19 Blue Mountains, Ontario, Canada L9Y 0N8
Blue Mountain Resorts LP	190 Gord Canning Dr. Blue Mountains, ON L9Y 1C2
Blue Mountain Resorts GP Inc.	199 Bay Street, Suite 4000 Commerce Court West Toronto, ON M5L 1A9
Alterra Mountain Company Inc.	1621 18th Street Suite 300 Denver, CO 80202
Skyline Blue Mountain Village Inc	36 King Street East, Suite 700, Toronto ON M5C 2L9
Skyline Blue Mountain Retail Inc	36 King Street East, Suite 700, Toronto ON M5C 2L9
Skyline Blue Mountain Development Inc	36 King Street East, Suite 700, Toronto ON M5C 2L9
Skyline Investments Inc	36 King Street East, Suite 700, Toronto ON M5C 2L9
Skyline Hotels and Resorts Inc	36 King Street East, Suite 700, Toronto ON M5C 2L9
Grey Standard Condominium Corporation # 54	Seasons Residential c/o Parcel Property Mgmt 393 First St # 203, Collingwood ON L9Y 1B3
Grey Standard Condominium Corporation # 61	Seasons Commercial c/o Skyline Hotels & Resorts 150 King Street West, Suite 2108, Toronto ON M5H 1J9

2. Line of Coverage	Minimum Limits
a) General Liability	\$5,000,000
b) Automobile	\$2,000,000 (if applicable)
c) Professional Liability	\$2,000,000 (if applicable)

3. Primary Coverage – State that coverage on certificate is the primary coverage.

4. Participant and Spectator Coverage – if event will involve participants/spectators certificate must state that both participants and spectators are covered.

5. Cancellation Notification – have a minimum 30-day notification of policy change cancellation.
6. Workers Compensation – if you are paying people to work at the event /on project a, Workers Compensation Clearance Certificate is required. If performers/staff do not have WSIB coverage, each person must complete a waiver prior to the event.

Please provide the certificate(s) of insurance at least 1 week prior to event.

Send all Certificates to:

Stacie Smith  
[exhibitor@seaottercanada.com](mailto:exhibitor@seaottercanada.com)  
416-910-8112

Or      Mail: Chris Robinson  
Sea Otter Canada  
1-81 Hurontario Street, Collingwood, ON, L9Y 2L9