**CCB Toronto Visionaries Chapter**

**Canadian Council of the Blind**

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**2024 White Cane Week (WCW)**

Experience Expo

Exhibitor’s Manual & Registration Form

As part of the Canadian Council of the Blind’s national White Cane Week public awareness campaign, the CCB Toronto Visionaries Chapter will host the 2024 WCW Experience Expo, a hands-on, interactive exposition encouraging visitors to engage directly with the services, tools and technologies that impact the daily lives of those living with vision loss. Exhibitors will share their experience of providing creative, adaptive solutions to all aspects of life with vision loss through interactive exhibits; improving access and overcoming barriers to living a full, rich life.

Our intent is to offer visitors as full a sensory experience as is possible on the exhibition floor. We encourage you to think creatively about how you might be able to interactively engage visitors in a fun and interesting way, so that the Experience Expo is as dynamically engaging an event as possible.

# Exhibitor’s Manual

**General Terms, Conditions and Costs:**

If you are a Not-for-Profit organization, the registration fee is $50.

If you are a For-Profit company, registration is $150.

If you are not sure which category your organization falls under, please contact the Expo organizers.

To register as an exhibitor at the 2024 White Cane Week (WCW) Experience Expo, please read this Exhibitor’s Manual, and complete and sign the attached Registration Form.

By mail:

Return the completed Form, along with your registration fee, to:

CCB Toronto Visionaries Chapter

Canadian Council of the Blind

c/o 85 Evans Avenue,

Toronto, ON, M6S 3V9

Cheques should be made payable to the CCB Toronto Visionaries.

By Email:

You can also email this completed form to us at [expo@ccbtorontovisionaries.ca](mailto:expo@ccbtorontovisionaries.ca).

We will also accept Registration fee payment electronically, through email bank transfer or through our website. Ask us for details on how to submit fees electronically.

The number of exhibition spaces available is limited. We cannot guarantee registration to all applicants. All Registration Forms with accompanying fee will be processed on a first come, first served basis, and must be received no later than **Friday, May 10, 2024**. Any registration received after this date will not be accepted and will be returned to you by mail.

**Event Date:** **Saturday, May 25, 2024**

Event Time: Expo opens to the public at 11AM and closes at 3:00PM.\*

\*Immediately following the Expo, the CCB Toronto Visionaries will be hosting The Visionaries Forum from 3:30PM to 5:30PM in the Al Green Theatre, and a Community Social Dinner from 6PM to 8PM. See details below.

**Event Location:**

The Miles Nadal Jewish Community Centre, 750 Spadina Avenue, Toronto, ON, M5S 2J2.

Exhibitions will be mounted in the Main Gym, just off Main Reception, accessed from the Main Entrance off Spadina Avenue. There are steps up to the entrance and Reception, as well as an accessible lift. Accessible washrooms are available on the main exhibition level.

One folding table with fabric skirt and 2 stacking chairs will be provided per exhibitor.

Access to electrical power will not be available at every exhibition space. We will do everything we can to meet your requirements, however, we cannot guarantee access to an electrical power source.

The Miles Nadal JCC will permit guest access to its guest wi-fi network for the duration of this event free of charge. Or if you prefer, you are welcome to provide your own local internet hotspot.

If your exhibit includes an audio component, the sound levels of the audio presentation must be kept at a reasonably low level - audible by someone standing at or just passing your space, but no louder. Excessive volume will not be tolerated.

No exhibitor shall affix display materials to walls, floors or ceilings in any way. Two-dimensional signs or banners may be fixed to walls with sticky tack or masking tape only. Scotch tape and other adhesives or fasteners are not permitted.

Open flame or spark of any kind is not permitted.

**Load-in and Exhibit Set Up:**

The Main Exhibition space will be open to exhibitors at 10am on the morning of the event. All exhibits must be fully erected and staffed by 11am, when the 2024 WCW Experience Expo opens to the public.

**Deliveries:**

All demonstration/display materials shall enter the building through either the Main Entrance off Spadina or, for larger materials, via the ramp entrance off the south laneway. Vehicles cannot be left unattended in either location and must be moved immediately upon unloading.

NOTE: the area immediately in front of the main entrance doors is a WheelTrans drop location and may not be blocked for any extended period of time.

All walkways and pathways MUST remain unobstructed, as this is a safety concern for blind and partially sighted persons. No items may be left unattended at any time.

**Expo Close and the Community Social:**

The 2024 WCW Experience Expo closes at 3:00pm. Commensurate with the close of the Expo the CCB Toronto Visionaries will host the Visionaries Forum panel discussion (RSVP required) in the adjacent Al Green Theatre from 3:30pm until 5:30pm, and a Community Social Dinner **(RSVP required)** for all Expo visitors and exhibitors with food and beverages available. The Community Social Dinner will run from 6pm to 8pm. At 9pm, the Miles Nadal JCC must be cleared. It is therefore imperative, that all exhibitor’s materials, be removed from the Main Exhibition space immediately following the close of the Expo.

As the Social is a public event meant for show visitors and exhibitors, and the Expo’s organizers are not responsible for loss or theft of, or damage to, exhibitor property, we strongly suggest that all materials – and especially any smaller, valuable or damageable materials - be removed from the exhibition space and secured by each exhibitor.

**Tear Down and Load Out:**

All exhibitor materials must be removed from the Miles Nadal JCC by 3:30:00pm, immediately following the close of the Expo.

**Food & beverage Service:**

The Miles Nadal JCC maintains a ‘kosher only’ policy. No food or drink that is not approved by the Miles Nadal JCC or that is not clearly marked kosher may be brought into the building.

Exhibitor’s, may not serve food or beverages to the public during the Expo. ‘Token’ food-stuffs, such as packaged cookies, wrapped chocolates, etc. do not constitute food service and are permissible, only if packaging carries a kosher designation.

As in the past, the CCB Toronto Visionaries will provide each exhibitor registration (the registered organization) 2 packaged box lunches. Additional box lunches may be purchased at a cost of $10 each, and must be arranged at least 10 days in advance.

The Second Cup restaurant on the ground floor of the building will be open on Saturday for exhibitors to purchase coffee and additional food and drink for their own consumption.

**Lost or Stolen Articles:**

The CCB Toronto Visionaries, the Canadian Council of the Blind, and the Miles Nadal JCC will not be providing security personnel at this event. Exhibitors are solely responsible for all exhibition materials and personal articles. The CCB Toronto Visionaries, the Canadian Council of the Blind, and the Miles Nadal JCC are not responsible for any lost or stolen articles or incidents resulting in illness or injury that may occur while using the facilities or participating in this event.

**Parking:**

Parking is available in nearby parking lots at standard parking rates.

**Scent-Free Environment:**

The Miles Nadal JCC is a scent-free environment. Use of heavy perfumes, aftershave, or other scented products or extreme poor personal grooming may result in individuals being asked to leave the premises. Flowers are not permitted in the building.

**Cancellation Policy:**

If an exhibitor cancels their registration more than 30 days prior to the **Event Date,** the registration fee will be refunded in full. If cancellation occurs within 30 days of the **Event Date**, the full fee will be deemed forfeited and the allocated exhibition space will be re-allocated to another exhibitor.

Where, due to circumstances beyond the direct control of the CCB, the Toronto Visionaries and/or the Miles Nadal JCC, or in the event of a labour disruption, we have to cancel the 2024 Experience Expo entirely, the registration fee will be refunded in full.

**CCB Toronto Visionaries WHITE CANE WEEK (WCW) EXPERIENCE EXPO**

**SATURDAY, MAY 25, 2024**

**Registration Form**

By completing this Registration Form, I acknowledge having read and understood this Registration Form (pages 8 & 9) and the Exhibitor’s Manual (pages 2 thru 7), and all conditions pertaining to my, and my organization’s, participation in the 2024 White Cane Week (WCW) Experience Expo.

Please note: If you require the Exhibitor’s Manual & Registration Form in Braille, a Braille copy can be mailed to you by post. Please let us know if you would prefer the form in alternate format.

Exhibitor Information:

Full Proper Name of Organization, Group, or Exhibitor:

Full Mailing address of Organization, Group, or Exhibitor:

Business Phone:

Please provide a brief description of the ‘Experience’ your organization will be demonstrating, or how your organization will be engaging visitors at the Expo:

Briefly describe the exhibit materials/equipment you will be bringing to the Expo:

Will you require access to an electrical outlet? [ ] Yes [ ] No

Exhibitor Contact Information:

Primary Contact name:

Phone:

Cell:

Email:

Secondary Contact name:

Phone:

Cell:

Email:

Registration for the 2024 White Cane Week Experience Expo, is not complete until your registration fee has been received by us. Please submit your registration fee to ensure your place at the Expo.

Thank you for your participation in the WCW 2024

Experience Expo!