

MEET THE MAKERS  
MTM/2017  
people-places-things

ST. THOMAS & DISTRICT  
CHAMBER OF COMMERCE

## Meet The Makers – Event Facts & Details

### Exhibitor Information

**OUR MAIN GOAL:** Show students that our region has plenty of worthwhile opportunities in the future *and* show residents and existing businesses many of the surprising (and often unknown) products that are created inside the walls of places we never get to visit. Show our skills, needs, and opportunities. Be #StThomasProud.

**Exhibitor Eligibility:** Any business or organization, or member of the area arts community, that makes, grows, produces, creates or manufactures a product. Related supply/service businesses and agencies may also participate.

**Event Date:** Wednesday October 11, 2017  
**Event Time:** 12 Noon to 7 p.m.  
**Location:** Railway City Big Top, CASO Crossing

**Event admission:** Free to all. Noon to 2:30 p.m. is intended for school groups. 2:30 onward, all public and business attendees welcome.

**Parking:** Plenty of free, on-site parking for 500+ vehicles.

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**Food & beverage:** Domino's Pizza (St. Thomas) will be with us for the full day, serving noon to 7 p.m. non-stop for all exhibitors and attendees. It's Looney & Twoney time. Hot slices \$2, cold drinks \$1, all sold tax-in. Pending: we may yet add bar service 4 p.m. – 7 p.m.

**Event Set-up:** Ideally, the morning of October 11 from 9:00 a.m. onward but we can arrange access on Tuesday October 10.

**Event Tear-down:** Ideally, immediately after event closes but, by prior agreement, the morning of Thursday October 12.

**Exhibitor Displays:** Must be staffed, must be active. Video playback welcome. On-site WiFi/Internet service free of charge (see below). We encourage all exhibitor personnel to wear their organization's "logo-wear" while on-site.

**Exhibitor spaces:** small, medium or large:

10' front x 10' deep

20' x 10'

30' x 10'

**Exhibitor fees:** Free of charge for all manufacturers, producers, arts. Related supply/service businesses may book a 10' x 10' space at \$175. Note: supply/services businesses MUST have a direct link to the "Maker" community... IE. Agencies like WSPS, industrial supply houses, etc. Manufacturer/producer/arts spaces are all covered by our sponsors.

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**On-Site Internet:** Courtesy of St. Thomas Energy, all exhibitors will have no-charge wireless high-speed internet access. There will be separate open-access free WiFi service also available free to event attendees.

**Event Sponsors:** Two core sponsors are underwriting production of this event. The LEPC (Local Employment Planning Council) and RBC (Royal Bank of Canada). Both will be present and visible at our event. Details on their involvement will follow later.



**lepc** | Local Employment  
Planning Council

### **Site Considerations:**

- a) We provide space only.
- b) We will also cover costs of basic white lighting for set-up/safety.
- c) We will have an in-house PA system for announcements & background music during the event
- d) All exhibitors may have access to electricity but must arrange their own connection to on-site panels with any required cords. Cords will likely have to follow designated channels on the ground (safety issue). Electric access

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will be via one of 3 panels on-site. All circuits have ground-fault protection however that has been known to cause a problem for at least one restaurant attempting to use heating equipment. The equipment “surged” on start-up, tripping the GF breakers.

- e) All Exhibitors require their own display lighting.
- f) Very long commercial-grade exterior power extension cords will help-us avoid hook-up issues on-site
- g) There is limited access to water on-site. It’s through a garden hose on the northwest side of the tent.
- h) We cannot provide overnight security prior/after our event.
- i) Exhibitors are to provide all exhibit contents, tables, chairs, draping, etc.
- j) We will work to have minimal power generation capacity (5kW) on-site for safety/emergency considerations.
- k) Bleacher area remains “as is” inside the Big Top – first two rows closest to exterior walls are not movable.
- l) This is a Chamber event enabled by sponsor support.

**Insurance:** As a condition of participation, and as noted on the Exhibitor Agreement, Exhibitors must provide the Chamber with a Certificate of Insurance for commercial general liability coverage of not less than \$5,000,000 naming the St. Thomas & District Chamber of Commerce as a certificate holder and additional insured party with respect to this event and date(s) of participation.

Note: there is no cost to a participant for obtaining the certificate and adding the Chamber as an additional insured party for this function. Your broker will provide this service at no charge. The only exception may be for any exhibitor having to increase their CGL limit to \$5,000,000.

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**Promotion/Marketing:** Thanks to our sponsor funding, we have capacity to do a considerable amount of pre-event promotion via public print & electronic media. Posters and outdoor roadside signage will also be used. Most paid promotion will launch in the week prior to our event, the week of October 2. The Chamber's usual communication channels will be heavily used: Facebook page & private Facebook group, Twitter, website plus on-line video as much as possible.

**Self-promo:** We want and encourage all exhibitors to join us in promoting Meet The Makers. The logo art for the event (as on this page) is available on request from the Chamber. Exhibitors using their own social media for advance promo will help us a lot! We will work to provide all exhibitors with templates for content suitable on Facebook, Twitter, Instagram, etc.

**Floor plan:** Until we get some sense on numbers it will be very difficult to confirm all aspects of the site layout. Basically, it's first come/first served. Larger displays should be placed nearest the entry/exit spaces as much as possible. Outdoor display space is an option for any equipment that cannot make it past the tent entry points.

The attached (last page) draft floor plan is a 'best guess' for the moment and will be updated ASAP. We have roughly 16,000 square feet of space available to us.

**How To Be An Exhibitor:** All bookings to be made, and confirmed with a signed Exhibitor Agreement, through the Chamber office. All bookings for the arts community are to be made solely through the St. Thomas Public Art Centre. All arts community exhibitors will be placed on the stage; space

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assigned by STEPAC personnel. All other exhibitor spaces will be assigned by Chamber personnel.

**Exhibitor Audio/Visual Assistance:** The Chamber has negotiated special pricing to meet any exhibitor needs and share delivery/set-up costs. Details by contacting Dan McGrath and the staff at Freeman Audio/Visual. Telephone 519-668-7745

**Arts Community Participation:** The stage area in the tent (1200 square feet) will be devoted to the arts community and placement within this space will be handled by Laura Woermke and the staff at St. Thomas Elgin Public Arts Centre. Arts displays, as with the other Makers, are expected to be active during the event. For example – a painter painting, a potter making pottery, etc.

We appreciate and welcome support of this new and unique event. Please talk it up, suggest eligible participation, and boost the function to potential exhibitors and attendees. Questions or requests to key event contacts:

*At the Chamber office:*

Barry Fitzgerald, 519-631-1981 Ext. 528 or [barry@stthomaschamber.ca](mailto:barry@stthomaschamber.ca)  
Christy Hunking, 519-631-1981 Ext. 526 or [christy@stthomaschamber.ca](mailto:christy@stthomaschamber.ca)  
Bob Hammersley, 519-631-1981 Ext. 524 or [bob@stthomaschamber.ca](mailto:bob@stthomaschamber.ca)

*Arts community – St. Thomas Elgin Public Arts Centre:*

Laura Woermke, 519-631-4040 or [lwoermke@stepac.ca](mailto:lwoermke@stepac.ca)