



# Notice to Exhibitors

**General Section Contact**

<http://www.smpte.org/sections/toronto> or [www.smpdetoronto.org](http://www.smpdetoronto.org) or [www.smpte.ca](http://www.smpte.ca)  
416-237-0625

April 27, 2008

**Toronto Section  
BOARD OF MANAGERS  
2007/08**

Chair:  
Peter Armstrong  
Deluxe | EFILM  
416-957-6296

Secretary / Treasurer:  
Reid Robertson  
Panasonic Canada  
905-238-2435

Past Chair:  
Paul Stechly  
Applied Electronics  
905-625-4321

Canadian Governors:  
Brad Fortner  
Ryerson University  
416-979-5232

Paul Stechly  
Applied Electronics  
905-625-4321

Managers:

Brian Campanotti  
Front Porch Digital  
303-440-7930

Marlene Graham  
Harris Corporation  
416-443-3133

Michael J. Martin  
IBM Canada Ltd.  
416-478-3483

Mike Prest  
Peg Corp. (Consulting)  
416-385-3455

Andrew Rode  
MTS Allstream  
416-640-6745

Paul Roeser  
Applied Electronics  
905-625-4321

Jeff Simpson  
Avid Technology  
416-203-6800 ext. 217

Promotions Advisor:  
Brad Fortner  
Ryerson University  
416-979-5232

Student Advisor:  
Carolyn Kinzie  
SummitFX  
905-707-2614

Membership Advisor:  
Mark Ritchie  
HRMA  
519-745-5586

Dear Trade Show Exhibitor,

Thank you for your interest in the SMPTE Toronto Section Technical Seminar "Boot Camp III: Advanced Technologies - Beyond HD".

**This e-mail contains information to help you prepare, please review it carefully**

The event web page can be found at: <http://www.smpdetoronto.org/techsem>

A separate page for Exhibitor information: <http://www.smpdetoronto.org/tradeshows>

## 1) Facilities

The trade show is being held in the Rogers Communications Center building of Ryerson University. The street address is 80 Gould Street, and is on the north side of Gould, east of Church.

The show will be held in three separate but nearly adjacent rooms ON THE THIRD FLOOR. There is ramp access to the building from Gould Street, and a regular sized passenger elevator. There will probably be very limited help (persons and dolly or cart) available to assist movement of your materials into the building. **Please come prepared to be as self sufficient as possible.**

The rooms are "typical" university classrooms, with approx 9 foot ceilings, carpeted floors and fluorescent lighting. Some typical pictures can be found on the exhibitor page. At least one 15A 115V duplex receptacle and one wired Ethernet jack will be available for each table. If your application **requires** internet connectivity, you **must** notify us **IN ADVANCE** so that we can ensure appropriate functionality.

Security of your materials is your sole responsibility. There will not be any security provided, and neither Ryerson nor SMPTE will be held liable for any loss or damages resulting from the show, no matter how caused. (A typical legal disclaimer of liability applies). You are advised to be prepared to self police.

In order to minimize administrative overhead, the assignment of tables will not be done in advance, unless there is specific demand. Assignments will be mutually agreed upon at the time of arrival with staff on hand. Generally first come first served. A .pdf of the room layouts can be found on the tradeshow webpage.

## 2) - Hours:

The facilities will be available beginning first thing (university time) on Wednesday morning. This is approximately 9:00 AM. The trade show will officially "open" to the public at 4:00pm. It was thought that some vendors (especially those traveling long distances) may want to show their materials to local customers throughout the day. This MAY be possible with some advance arrangements, if you are interested, contact the undersigned.

The show will remain "open" to the public until at least 9:00pm and there-after will be determined by demand. In no case will it go beyond 11pm.

/cont.

Hours continued:

Tear-down and load-out are expected to occur at the end of the evening (whenever that occurs). It is preferred that it not be delayed into the following day, although if there are extreme or emergency circumstances accommodation may be attempted. In no case could materials remain beyond Thursday morning. Again the "security" caveat and liability disclaimer applies.

3) Fees:

The fees collected (**Those who have not yet paid, please do so ASAP**), are being used for the sole purpose of providing refreshments for the event. These will consist of typical beverages (hot and cold), as well as cookies or other snack foods.

4) Shipping:

If you need to ship SMALL items to the facility in advance, the department administrator has agreed to securely store them. She cannot accommodate large or heavy items, so please don't send them. Hours are approximately 9am- 4:30pm. Please call Stacey ahead to warn of impending delivery. She will NOT be responsible for misdirected packages.

The address is:

Stacey Merkoulov  
80 Gould St  
RCC-222  
Toronto, Ontario  
M5B2K3  
ph: 416 979 5077

**Caution** is advised regarding the shipping address and specific details to your shipper. Items that end up in the "Ryerson Receiving Dept." can be delayed by several days, and are NOT accessible during that time. If you use a courier, be sure to specify the package be hand delivered to the address EXACTLY as shown. Often couriers default to the Ryerson receiving department despite the information on the bill of lading.

5) Technical Seminar:

Exhibiting at the trade show does not extend you any privileges to the Technical Seminar. If you would like to attend any of the papers, breaks or lunch, please register as a conference delegate via the event web page. We encourage you to support us by registering.

6) Legal Stuff:

This event is held as a benefit to our members. All aspects of the event and its organization are the sole right of the SMPTE Toronto Technical Seminar Committee as represented by its chair. All decisions with respect to every aspect of the event are the sole authority of the chair and are final. There is no implied warranty, or liability of any kind whatsoever, including any that could arise due to the cancellation or non-occurrence of the event.

The rules and regulations of Ryerson University apply at all times.

/cont.

For your convenience an identical copy of this message is attached to this e-mail as a .pdf and is on our section letterhead, If you have any comments, questions or concerns about the event or your role in it, please feel free to contact myself or any of the section managers listed.

**IN SUMMARY:**

**PLEASE NOTIIFY the undersigned ASAP:**

- If you REQUIRE an internet connection at your table.
- If you require special environment (Darkened room, specific table etc)
- If you require daytime access for customers to your display.

Thank you most sincerely for your support of the SMPTE Toronto section, we look forward to presenting a successful tradeshow and world class seminar with your help.

Sincerely.

Mike

Mike Prest  
Chair, Technical Seminar Committee  
Manager, SMPTE Toronto Section  
416-385-3455  
mike.prest@smptetoronto.org

The Society of Motion Picture and Television Engineers (SMPTE), is the leading technical society for the motion imaging industry. SMPTE was founded in 1916 to advance theory and development in the motion imaging field. Today, SMPTE publishes ANSI-approved Standards, Recommended Practices, and Engineering Guidelines, along with the highly regarded SMPTE Journal and its peer-reviewed technical papers. SMPTE holds conferences and local Section meetings to bring people and ideas together, allowing for useful interaction and information exchange. SMPTE members are spread throughout 85 countries worldwide. As well, over 250 Sustaining (Corporate) Members belong to SMPTE, allowing networking and contacts to occur on a larger scale. Touching on every discipline, our members include engineers, technical directors, cameramen, editors, technicians, manufacturers, educators, and consultants.