

For The  
Love of **B A B Y**  
SHOW



# EXHIBITOR MANUAL

JANUARY 11-13, 2026



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## General Information

**Official Show Name:** For the Love of Baby Show

**Show Venue:** Delta Hotels by Marriott Toronto Airport and Conference Centre  
655 Dixon Road, Toronto ON M9W 1J3

**Official Show Dates:**

January 11, 2026	Show Day 1                      9:00am-6:00pm *show floor closed for lunch from 12-1pm
January 12, 2026	Show Day 2                      9:00am-6:00pm *show floor closed for lunch from 12-1pm
January 13, 2026	Show Day 3                      9:00am-12:00pm (noon) *no lunch served today

**Official Show Service Provider:** Pro-X Event Inc.

## Important

We ask that you make note of the Deadline Dates within this manual. You will find an Exhibitor Checklist on page 11 to assist you with this.

Processing your orders at your earliest convenience and before the deadline will allow us and the service contractors time to provide you with the best possible rates and service.

**Questions?** Please use the Contact List on page 5 to reach the person who can best assist you.

## General

### Show Days | Dates & Times

<b>Scheduled Exhibitor Move-In</b> *Approved Exhibits Only ( <a href="#">Ramp/Dock Access Form</a> )	January 9, 2026	8:00am-6:00pm
<b>Scheduled Exhibitor Move-In</b> *Approved Exhibits Only ( <a href="#">Ramp/Dock Access Form</a> )	January 10, 2026	8:00am-12:00pm
<b>Open Loading Dock Access</b> *First come, first served	January 10, 2026	1:00pm-6:00pm
<b>All Exhibitors Must Be Ready</b>	January 10, 2026	6:00pm
<b>Show Day # 1 - Show Open</b> *Show floor closed for lunch from 12-1pm	January 11, 2026	9:00am-6:00pm
<b>Show Day # 2 - Show Floor Open</b> *Show floor closed for lunch from 12-1pm	January 12, 2026	9:00am-6:00pm
<b>Show Day # 3 - Show Floor Open</b> *No lunch served today	January 13, 2026	9:00am-12:00pm (noon)
<b>Exhibitor Move-Out</b>	January 13, 2026	12:00pm-12:00am
<b>Open Loading Dock Access</b> *No prebooking needed - 1st come, 1st serve	January 13, 2026	12:00pm-12:00am
<b>All Exhibitors Must be Moved Out</b>	January 13, 2026	12:00am (midnight)
<b>Please Note:</b> <ul style="list-style-type: none"> <li>- Show forms for <a href="#">Material Handling, Advanced Receiving</a> and <a href="#">Loading Dock Time Requests</a> can be found below under Exhibitor Forms.</li> <li>- During move-in, all exhibitors must make use of the loading dock. The carrying of items through the front door of the venue is <b>not permitted</b>.</li> <li>- Exhibitors may not ship, mail or send their display items directly to the venue.</li> </ul>		

## Key Contacts

### For the Love of Baby Show

Mississauga ON, Canada

1.888.996.7769

info@fortheloveofbabysshow.com

Service Hours: M-F 8am-4pm EST

- General Show Questions
- Rules & Regulations
- Registering for the Show
- Advanced Receiving
- Electrical
- Material Handling, Loading Dock & Ramp
- Flights & Hotel Discounts
- Show Management - Catherine / Victoria

### Pro-X Event Inc.

Mississauga ON, Canada

1.888.996.7769

Sales: Lorelei@proxevent.ca

Service Hours: M-F 8am-4pm

- Booth Furniture
- Custom Booths
- Graphics / Signage
- Pop-up Banners / Fabric Backdrops
- TV's, AV Equipment
- Custom Printing

## Venue Details

The ***For the Love of Baby Show*** will be held at the Delta Hotels by Marriott Toronto Airport and Conference Centre.

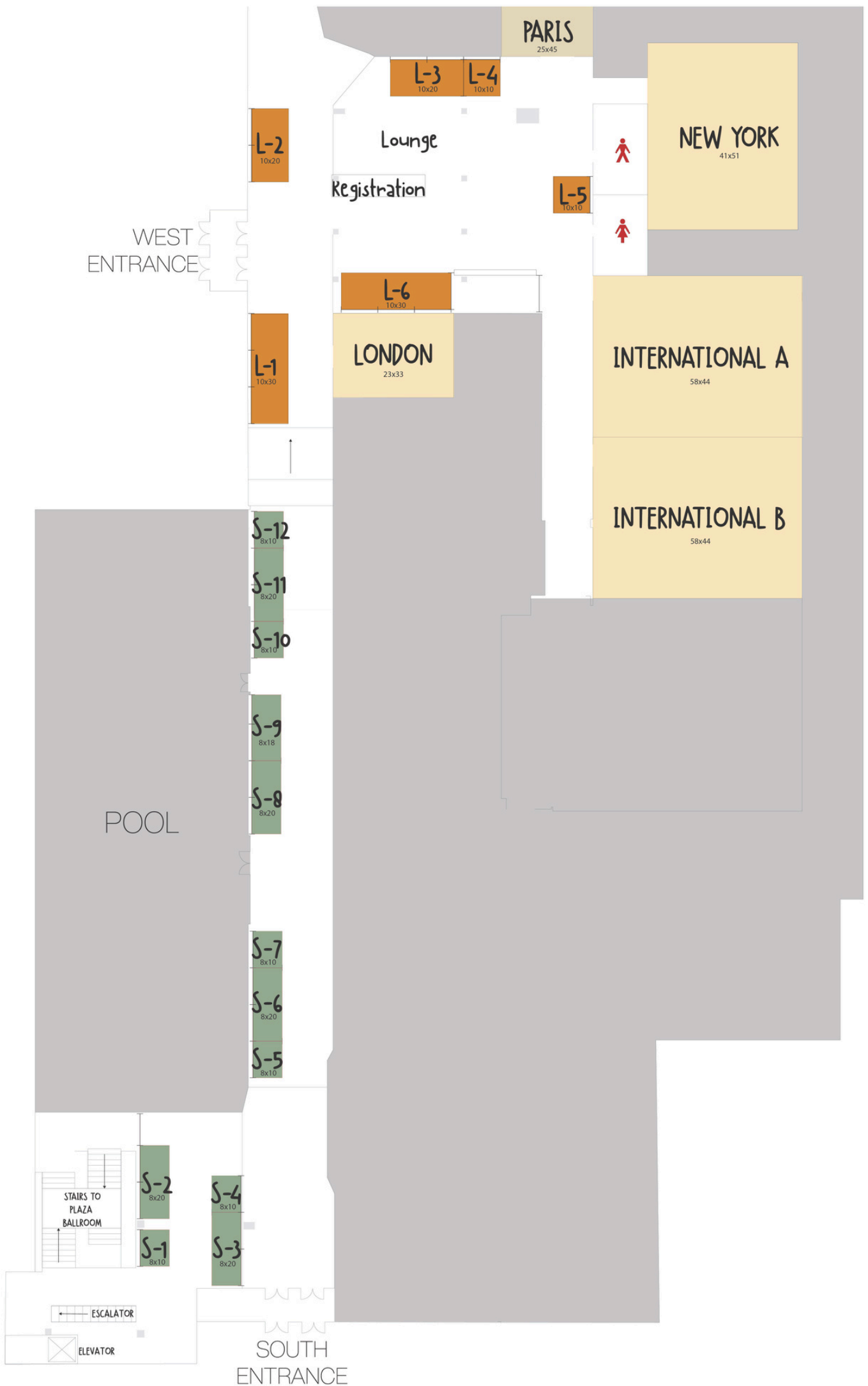
**Address:** 655 Dixon Road, Toronto ON M9W 1J3

**Onsite Parking:** The Delta Hotel has paid onsite parking available for local use. Public entrance is located off of Dixon Road, north of ON-27.

Daily Rate: \$28.00

**Travel:** The Delta Hotel is approximately 3.5kms from Toronto's Pearson International Airport (YYZ). Many transportation services (car rentals, taxis, limos, ride sharing, public transit, hotel shuttles, etc.) are available at the airport to get you to the venue.

**Accommodations:** We are proud to offer speciality discounts on airfare and hotel accommodations. Please see page 9 for more details and promotion codes.





HAMILTON  
22x26

WINDSOR  
22x26

OTTAWA  
34x26

TORONTO  
44x44

MONTREAL  
35x48

Emergency  
Stairs

Pro-x Storage

Exhibitor Storage

6'x10' intro booth  
4 3 2 1

Emergency Access Only

P-1  
15x35

P-25  
10x30

F-5  
10x10

F-6  
10x30

F-8  
10x20

F-9  
10x10

F-10  
10x20

F-11  
10x10

F-17  
10x30

F-16  
10x20

ESCALATOR

ELEVATOR

F-14  
8x10

F-15  
10x15

F-12  
10x20

F-13  
10x20

STAIRS TO  
1st FLOOR

P-3  
10x20

P-4  
20x20

P-6  
20x20

P-8  
10x20

P-2  
10x20

P-24  
10x20

P-5  
10x20

P-22  
10x20

P-7  
10x20

P-20  
10x20

P-9  
10x20

P-23  
25x20

P-21  
28x30

P-19  
10x30

P-18  
10x30

P-10  
20x20

P-16  
20x20

P-11  
10x20

P-14  
10x20

P-17  
10x30

P-15  
10x30

P-12  
20x40

P-13  
20x30

Emergency  
Stairs



Emergency  
Stairs

## Show Rules & Regulations

\*\* Rules & Regulations to be signed by the exhibitor upon booth space purchase.

1. **Set-Up and Tear-Down Times:** Exhibitors must strictly follow the scheduled set-up and tear-down times communicated by the event organizers. This ensures a smooth flow of operations, minimizes show floor traffic and avoids disruptions.
2. **Set-Up and Tear-Down Meetings:** Please refrain from conducting retail meetings or sales activities within your booth space outside of show hours. This includes NO sales meetings or business during set-up and tear-down.
3. **Set-Up Rules:** No items are allowed to be brought into the venue through the lobby door, west entrance, or south entrance doors. All items that are being hand-carried or transported using carts, dollies, or other rolling equipment must enter exclusively through the **FREE** Loading Dock Ramp. This policy is mandated by the hotel to ensure safety and minimize disruption to other guests and hotel operations.
  - To schedule access to the **FREE** Loading Dock Ramp, please refer to page 14 for instructions on how to book a time slot. Access will not be granted without a confirmed reservation.
4. **Lunch Time Meetings:** Attendees will not have access to the show floor during the lunch break, from 12:00 PM to 1:00 PM. This policy includes a zero-tolerance stance on holding business meetings during this time. The lunch hour is designated as a break for both attendees and exhibitors. Any meetings or gatherings taking place on the show floor between 12:00 PM and 1:00 PM will be shut down by security.
5. **Age Restriction:** The show floor is restricted to individuals aged 14 and above. Children under the age of 14 unless a registered employee of an exhibiting company cannot be on the show floor at any time. Babies are welcome at the show if they are in a carrier. Strollers and wagons are NOT permitted on the show floor.
6. **Safety Regulations:** Exhibitors must comply with all safety regulations set by the event venue, including fire safety, electrical code, and work environment safety hazards.
7. **Promotional Materials:** Distribution of promotional materials, such as brochures, samples, or giveaways, should be limited to the exhibitor's booth space and not obstruct the aisles or common areas of the event.
8. **Alcohol & Smoking:** Please be advised that the presence of alcohol in your booth or on the show floor is not permitted at any time unless prior arrangements have been made with the hotel. Smoking, including vaping, is strictly prohibited indoors at all times. Kindly observe and adhere to the designated smoking signs located outside the hotel premises.
9. **Exhibitor Badges:** During show hours all exhibitors and attendees must wear their show badges whether inside a booth, walking the aisles or on the show floor.

☐ I acknowledge the above rules and regulations for the 2026 ***For the Love of Baby Show***.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



## Flight Discounts

### AIR CANADA

The discount is applicable on the following routes:

From - To

- ALL CANADA - Toronto All Airports (YTZ,YYZ) (ON)
- ALL INTERNATIONAL - Toronto All Airports (YTZ,YYZ) (ON)
- ALL SUN - Toronto All Airports (YTZ,YYZ) (ON)
- ALL USA - Toronto All Airports (YTZ,YYZ) (ON)

**Promotion Code: VQFJPHV1**

To book a flight with your promotion code, access [aircanada.com](http://aircanada.com) and enter your promotion code in the Promotion Code Box.

The travel period begins Sunday, January 04, 2026 and ends Tuesday, January 20, 2026.

Travel is valid Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday.

For North America' 5% applies on standard fares, 10% on flex fares & higher. For International Travel' 10% on standard fares & higher.

### WESTJET

#### Applicable Rules:

The booking is to be made to the following city: **Toronto, ON**

- The travel period begins: **1/4/2026**
- The travel period ends: **1/20/2026**

**Coupon Code: 118B8TP**

**Promo Code: YBR50**

The For the Love of Baby Show, is able to offer 5% off Econo\* and 10% off EconoFlex and Premium fares for travel within Canada and 2% off Econo\*, 5% off EconoFlex and 10% off Premium base fares for guests travelling Trans-border. No discount will apply to Ultra Basic or Business class bookings.

Book Here: [www.westjet.com/conventions](http://www.westjet.com/conventions)

## Hotel Accommodations

Delta Hotels by Marriott Toronto Airport & Conference Centre

**Address:** 655 Dixon Road, Toronto ON M9W 1J3

**Phone Number:** 416-244-1711

#### Please Note:

The cut off for Show discount price on hotel rooms is **Thursday, December 18, 2025**. Any bookings after this date, will be at regular room rate.

**Hotel Booking Availability Dates:**

- First Available Date for Check-in: January 8, 2026
- Last Available Date for Check-out: January 15, 2026
- Last Day to Book: **Thursday, December 18, 2025**

Click [HERE](#) to book your room at the group rate price.

**Complimentary Room Upgrade!**

Book before **October 31st, 2025** to be entered for a chance to win a complimentary room upgrade during your time at the show.

*\*Any rooms booked after October 31st will not be entered into the draw. Proof of booking will be required to receive your upgrade. Winner selection will be released on November 7, 2025.*

**Other Offers & Discounts**

**Exhale Spa & Wellness** - exhalespawellness.com

**Address:** 655 Dixon Road, Toronto ON M9W 1J3

**Phone Number:** 647.350.1616

- 10% Discount for overnight attendees

**G-Force Car & Truck Rental** - www.gforcerental.com

**Address:** 655 Dixon Road, Toronto ON M9W 1J3 (located within the hotel)

**Phone Number:** 416.881 .7100

- 15% discount - Use promo code: G7100

**Wifi & Internet** - Complimentary basic wireless internet for the entire show floor, meeting spaces and public areas.

**Shuttle Service** - Complimentary 24 hours shuttle service available to and from Toronto Pearson Airport for all guests and attendees with an overnight room, every 30 minutes.

*\*more discount codes to come*

## Exhibitor Checklist

REGISTRATION PERIODS		
<input type="checkbox"/>	<b>Returning Exhibitor Registration Period</b> <i>*Only open to exhibitors from 2025</i>	May 19 - 30, 2025
<input type="checkbox"/>	<b>Open Exhibitor Registration Starts</b> <i>*Open to all exhibitors and new exhibitors</i>	June 9, 2025

BOOTH INVOICE & PAYMENT		
<input type="checkbox"/>	<b>Booth Registration Confirmation &amp; Deposit Due</b> <i>*50% payment due on booth confirmation</i>	June 9 - August 30, 2025
<input type="checkbox"/>	<b>Final Booth Invoice Payment</b> <i>*Remaining 50% payment due on booth invoice</i>	September 30, 2025

ORDER FORMS				
		<b>Advance Pricing</b> <i>September 30th, 2025</i>	<b>Regular Pricing</b> <i>November 30th, 2025</i>	<b>Rush Pricing</b> <i>December 1st, 2025</i>
<input type="checkbox"/>	<a href="#">Extra Exhibitor Badges</a>	\$6.75	\$13.50	\$20.25
<input type="checkbox"/>	<a href="#">Electrical Order</a>	\$595.00	\$680.00	\$884.00
<input type="checkbox"/>	<a href="#">Material Handling</a> (200 lbs minimum)	N/A	\$130.00 /100lbs	+30% after Dec. 11, 2025
<input type="checkbox"/>	<a href="#">On-Site Labour</a> (4h minimum)	\$120.00	\$180.00	\$234.00
<input type="checkbox"/>	Custom Booth Design (furniture, accessories, prints, banners, etc.)	Contact <a href="mailto:lorelei@proxevent.com">lorelei@proxevent.com</a>		

DELIVERY & ADVANCED RECEIVING		
<input type="checkbox"/>	<b>Advanced Receiving Warehouse Deadline</b> <i>*For inbound deliveries prior to show</i>	December 12, 2025
<input type="checkbox"/>	<b><a href="#">Loading Dock &amp; Ramp Request Deadline</a></b> <i>*For inbound deliveries direct to show on January 9th or 10th**</i>	<i>Till time slots are fully booked</i>

POST SHOW		
<input type="checkbox"/>	<b>Warehouse Pick-up Deadline</b>	January 23, 2026
<input type="checkbox"/>	<b>Attendee List Released to Exhibitors</b>	January 26, 2026
<input type="checkbox"/>	<b>Pre-Register for 2027 Starts</b>	January 13, 2026
<input type="checkbox"/>	<b>Lead Follow Up From the Show</b>	

## Exhibitor Move-In

The exhibition hall will be open on **January 9th and 10th from 8:00am-6:00pm** for the set-up of assets, booths and merchandising.

These hours are specifically delegated for display construction and under NO circumstances are there to be retail or personal sales meetings conducted on the show floor or in booth spaces at these times.

### A. Unloading

*For the Love of Baby Show* is offering two options for shipments and deliveries. No exceptions will be made outside of these options:

#### 1. Turn Key Move-In Solution

- Advanced Receiving of products & booth assets.
- Material Handling of items (order form on).
- Items will be delivered to the venue and brought to your booth space for you to unpack.
- Labour can be ordered to assist in the set up of your booth as well.

#### 2. Do It Yourself Solution

- Exhibitors arrange for their own transport of goods to the show.
- Exhibitors must use the loading dock on-site and schedule themselves for a dock-time using the scheduling form found [HERE](#). This is a free service with confirmed reservation.
- If your items can be brought in by hand, there is also ramp access. Ramp access times can be booked [HERE](#). This is a free service with a confirmed reservation.

The DIY option does **NOT** come with labour, forklifts, trolleys or other materials to assist in getting your booth to its designated space.

Under **NO** circumstances may booth materials be brought in through the hotel venue doors and directly to your booth space. This is a venue rule!

All hand-carry items must be brought in through the designated ramp access area.

### B. Set-Up & Third Party Vendors

Exhibiting staff are welcome to the exhibit hall during set-up hours. Badges are required beyond the access points. Pro-X Floor Managers will be on-site to ensure security and validity of personnel on the show floor.

If you are hiring external vendors (Balloons, Florals, Exhibits etc.) to deliver to the booth. Please book them loading dock or ramp access [HERE](#) and register them for a installation/dismantle badge with [info@fortheloveofbabyshow.com](mailto:info@fortheloveofbabyshow.com) to grant them access on the show floor. Third parties must check in at the loading dock or at the front registration desk and will not have access to the floor without a badge.

**\*All booth set up must be completed by 6:00pm on January 10, 2026 - without exception\***

### **C. Garbage & Storage**

During set-up, ALL materials must be cleared from aisles and walkways and exhibitors are responsible for adhering to the safety regulations of the building. In an effort to help with this, we are asking that you flatten all cardboard boxes and bag all garbage material (bubble wrap, foam padding, etc.,) and place them into the provided garbage bins made available around the show floor. Our disposal team will be clearing garbage bins frequently, with any additional garbage to be collected and disposed of at the end of each day.

Any material that is not garbage must be kept neatly in your booth space each night and during set-up hours. Please note that any items left outside your booth space may be subject to loss, theft, or misplacement, which is beyond our control and responsibility.

All packaging material and/or storage material must be skidded and wrapped by **6:00pm on Saturday, January 10, 2025**. Storage labels will be provided on site for Turn-Key exhibitors. Please find the Floor Manager to receive your storage labels. Any item without a storage label at the end of set-up is also subject to loss or misplacement at your expense.

## **Exhibitor Move-Out**

The exhibition hall will be closed on January 13th from 12:00pm (noon) - 12:00am (Midnight) for the dismantling of assets, booths and move out.

### **A. Dismantle**

*For The Love of Baby Show* is offering the two move-out solutions. No exceptions will be made outside of these options:

#### **1. Turn Key Move-Out Solution**

- If you have ordered advanced receiving, your packed items and crates will be transported back to the Pro-X warehouse for future retrieval.
- Deadline on shipment retrieval is **January 23th, 2026**
- Labour can be ordered to assist in the dismantling and packing of your booth.

#### **2. Do It Yourself Solution**

- Exhibitors are responsible for their own transport of goods leaving the show.
- Exhibitors must use the loading dock on-site. The loading dock is on a first-come, first-served basis.
- Hand-carry items can be brought out through the ramp access area.

The DIY option does **NOT** come with labour, forklifts, trolleys or other materials to assist in getting your booth back out to the loading dock area.

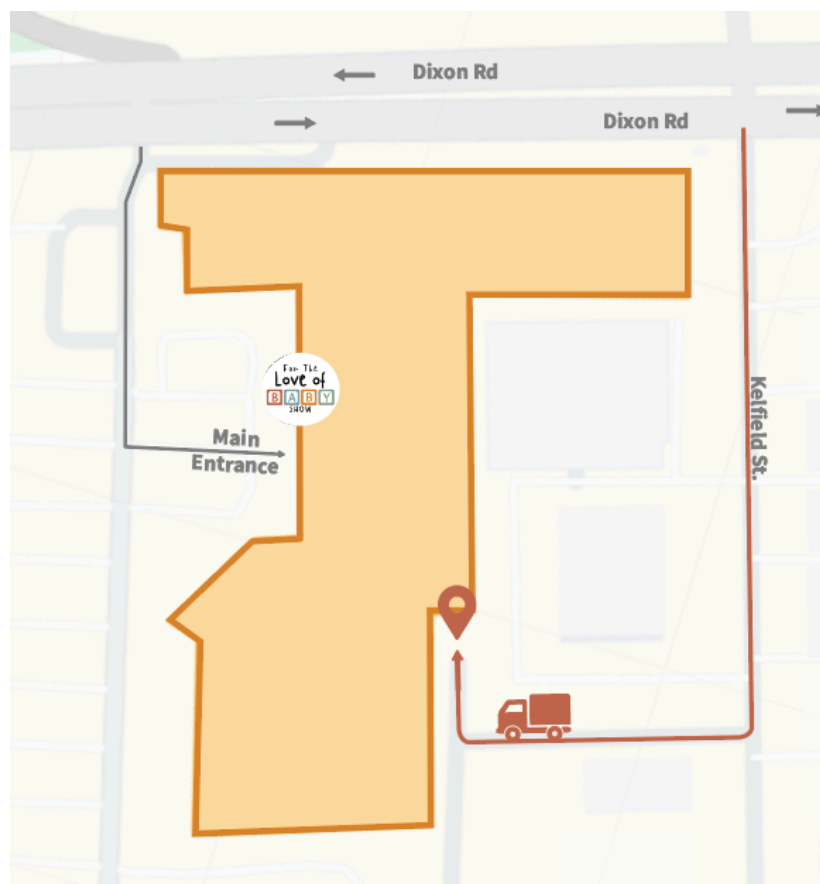
Under **NO** circumstances may booth materials be brought out through the hotel venue doors and directly to your vehicle. This is a venue rule!

All hand-carry items must be brought out through the designated ramp access area.

## B. Garbage

Similar to set-up protocols, we kindly request that any unwanted materials such as boxes, packaging, or similar items be appropriately flattened or bagged. To facilitate this process, designated garbage bins will be conveniently placed throughout the show floor for your convenience. We greatly appreciate your cooperation in ensuring that your booth space is left in the same condition as you found it upon your arrival. Please be aware that any merchandise or samples left unclaimed or unattended on the show floor after 11:59pm are subject to a disposal fee. Exhibitors will be liable for paying this Disposal Fee in cases where items are left behind, improperly disposed of, or remain unclaimed.

**\*All booth dismantling must be completed by midnight January 13th - without exception\***



[CLICK HERE TO INTERACT WITH LOADING DOCK MAP](#)



## Booth Details

### First Time Exhibitors Package

- 6'x10' booth with pipe and drape
- 6' Table with skirt +2 chairs +1 logo sign
- Admin fee, 2 day lunch included
- Reserved in the first time exhibitor corridor on second floor
- \$2750.00 +tax

### Returning Exhibitors

- Given priority on booth selection from **May 19th - May 30th, 2025**
- May 9th, 2025 onward all booth locations and spaces are on a first come first reserve basis
- We will not hold your previous booth space for you beyond **May 9th, 2025**.
- All prices include admin fee and lunches. Taxes, electrical drop, material handling and more are NOT included in the prices above.
- Our show service provider and their representatives will be able to assist you in ordering items, furnishings and displays for your booth.

### Payment of Fees

For expediency of submission, please return your completed, signed, contract via email to [info@fortheLoveofBabyshow.com](mailto:info@fortheLoveofBabyshow.com). Payment can be made by Visa, MasterCard, E-Transfer or Direct Wire Transfer.

For information regarding payments by Direct Wire Transfer / EFT, please contact the show at [info@fortheLoveofBabyshow.com](mailto:info@fortheLoveofBabyshow.com)

- 50% payment for booth space reservation is required upon signature.
- Remaining 50% payment is due before **September 30, 2025**.

Payment must be made in Canadian dollars. Invoices will be issued following payment.

### Cancellation Policy

No refunds will be made if space is canceled, is not used, nor for space used only for a portion of the exhibit period.

### Security

*For the Love of Baby* will provide 24-hour show floor security. This security is to prevent unauthorized entry into the Exhibit spaces. It is not intended to protect individual exhibit booth contents. *For the Love of Baby* will not be responsible for the loss of any material or for any cause for injury to persons and urges booth personnel to use good judgment in securing their supplies, instrumentation, and confidential information during and after exhibit hours.

Show floor security will be present 24h at each entrance starting on January 9th. This includes overnight security and east entrance security during show hours. A patrol of the exhibit area during the times that the hall is closed will be performed.

## Exhibitor Forms

All exhibitor forms can be found below for completion by the exhibitor. This includes, exhibitor registration, exhibitor badges, material handling, loading dock request form, furniture and accessories, shipping labels, and electrical order forms. All forms to be emailed to [info@forthe love of babyshow.com](mailto:info@forthe love of babyshow.com) unless submitted through the online portals linked below.

Website	<a href="https://www.forthe love of babyshow.com/">https://www.forthe love of babyshow.com/</a>
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FORMS		
Exhibitor Badge Request Form	<a href="#">Online Form Link</a>	
Printable Shipping Labels	<a href="#">Printable Labels Link</a>	
Loading Dock Time Request (DIY Solution)	<a href="#">Online Form Link</a>	
Loading Ramp Time Request (Hand-Carry Items)	<a href="#">Online Form Link</a>	
Marketing Kits (customizable)	Downloadable Items	
	ONLINE FILLABLE VERSION	PRINTABLE VERSION
Material Handling Order Form (Turn-Key Solution)	<a href="#">LINK A</a>	<a href="#">LINK B</a>
Electrical Order Form	<a href="#">LINK A</a>	<a href="#">LINK B</a>
On-site Labour Form	<a href="#">LINK A</a>	<a href="#">LINK B</a>
Booth Rental Solutions, Custom Signage, Backdrops, Banners, Furniture & More	<a href="mailto:lorelei@proxevent.com">lorelei@proxevent.com</a>	