



WABE 2026 Exhibitor Information Package

Dear Exhibitors,

We are so excited to have you at this year's WABE Media and Entertainment Technology Conference in Vancouver. This information guide should provide you with details that you will need in preparation to join us this October. If you have any questions, please do not hesitate to contact our team. We look forward to seeing you!

- **The WABE Team**

WABE 2026 KEY INFO

Date: Monday October 5th – Wednesday October 7th 2026

**Location: Vancouver Pinnacle Hotel Harbourfront
1133 West Hastings Street, Vancouver BC, V6E 3T3**

Exhibit Hall will be hosted at the Harbourfront Ballroom

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WABE EXHIBITOR CHECKLIST

Your Exhibit Plan

- ☐ Insurance
- ☐ Material Handling
 - ☐ Move-in: Advance Ship via GCS or Carry In
 - ☐ Move-out: GCS Post Show Handling or Carry Out
- ☐ Exhibitor Services
 - ☐ Custom Brokerage
 - ☐ Additional Furniture
 - ☐ Additional AV

Your Exhibitor Team

- ☐ Register your team
- ☐ Arrange for travel and accommodations
- ☐ Share relevant information with your team

Marketing Your Booth

- ☐ Free Exhibit Hall Pass
- ☐ Social Media

We will provide updates, such as programming, schedule, and “know before you go”, via the WABE website, <https://wabe.ca/conference/>. Please check back as we get closer to the conference.

If you have any questions, please contact conference@wabe.ca and we will get an answer for you.

CONFERENCE SERVICE PROVIDERS

1) Cross Connect Customs & Transport

- Cross Connect is our customs broker and transport carrier for this year's exhibition. They can handle all your transportation needs.
- It should be noted that non-Canadian exhibitors may import display items and exhibit booths temporarily as outlined in the provisions of tariff classification **9993.00.00.00 duty free**, on the condition that the goods will be exported from Canada upon the completion of the event.
- Cross Connect can be reached by email at info@crossconnectcl.com or by phone at 416-639-2176.
- To obtain service from Cross Connect, please reach out to them by **September 5th, 2026, SOONER IS BETTER!**

2) Global Convention Services (GCS)

- GCS is our official show service contractor for this year's exhibit show.
- You will receive a WELCOME message from GCS to the account designated as the Registration Manager.
- If you need to assign a different coordinator, please email conference@wabe.ca.
- Once you have received your welcome email, you can access the GCS web portal at <https://order.globalconvention.ca>.
- Advance discount pricing deadline **September 15, 2026**
- Order forms must be submitted by **September 29, 2026**

3) Encore (AV Services)

- Encore is the venue's AV Equipment Provider this year.
- If you have questions about additional AV equipment, (Monitors, TVs etc), please reach out to our encore contact directly:

Damon Pauk
Operations Manager
Encore
C +1-604-314-9603
Damon.Pauk@encoreglobal.com

- Orders should be submitted by **September 15, 2026**. Encore anticipates a busy fall season, so **SOONER IS BETTER!**

Exhibitor Info packages from these conference service providers are linked in your exhibitor welcome email.

YOUR EXHIBIT BOOTH NUMBER & LOCATION

To confirm your booth number(s), click this link to refer to our floor plan: [WABE Exhibitor Floor Plan \(https://wabe.ca/conference/exhibit_hall/\)](https://wabe.ca/conference/exhibit_hall/).

If you want to have an idea of what the space looks like, please visit the [Hotel Virtual Tour \(https://visitme.co/tVu7YA\)](https://visitme.co/tVu7YA).

Each booth includes:

- 8ft high back wall drape (show color: black)
- 3ft high side wall drape (show color: black)
- 1 - 6ft skirted table (show color: black)
- 2 folding chairs
- Small waste basket
- One 120V 15A electrical circuit per booth
- The exhibit hall floor is carpet.

Please note: ALL other booth services must be ordered through Global Convention Services (GCS) and AV Requirements must be ordered through Encore at an additional cost to you

ADDITIONAL BOOTH SERVICES

1) Furnishings And Accessories

Show services are provided by **GCS**. Please refer to the Global Convention Services Portal <https://order.globalconvention.ca/>

- Advance discount pricing deadline **September 15, 2026**
- **Order forms must be submitted by September 29, 2026**

2) Additional Power

Encore is the service provider for power to your exhibit booth. If you would like to inquire about additional power, beyond the provided 15A circuit, please contact **Encore** for more information. (Note: this might or might not be possible due to infrastructure limitations.)

3) Internet Services

WIFI is provided by our Host Hotel. While we should have a dedicated WIFI network, internet infrastructure is still limited based on how many connections are accessing the network concurrently. Unfortunately, there is no infrastructure at the hotel to provide any dedicated wired internet access.

For other inquiries about additional booth services, please email conference@wabe.ca and we will get an answer for you.

INSURANCE POLICY

WABE requires proof of insurance from all exhibitors. Details and Instructions can be found here: [WABE Exhibitor Insurance Instructions](#)

Please use this link to submit your insurance certificate by **September 30, 2026**.: <https://forms.gle/61uvUubXzj7PbY9C7>.

MATERIAL HANDLING: OPTIONS TO GET YOUR EQUIPMENT TO THE SHOW

IMPORTANT: Consider your shipping plan! We recommend you plan for advance shipping to avoid issues.

1) Advance Shipping via GCS

ADVANCE SHIPMENTS ARE ACCEPTED BETWEEN September 3 to September 25, 2026.

Shipments arriving to GCS warehouse before or after those dates will be subject to a 20% surcharge. (Late last minute shipment might lead to your materials not arriving at the venue!)

To simplify the shipping process, all shipments should be sent to the Global Convention Services (GCS) Advanced Warehouse. GCS will receive and store your materials received at the advanced warehouse. All materials received at the warehouse are then delivered directly to the conference venue on the exhibitor move-in day.

IMPORTANT: You must complete their Material Handling form prior to shipping. The ordering deadline is **September 29, 2026**.

Please login to your GCS portal at <https://order.globalconvention.ca>. You can also call (604) 851-0224 or Email: abbotsford@globalconvention.ca for support from GCS.

2) Carry In

You have the option to bring your materials and supplies with you. Please note that loading bay access might be limited and available at the Hotel's discretion.

CUSTOMS BROKERAGE / TRANSPORTATION SERVICE

The WABE 2026 Conference is officially recognized by the CBSA. Non-Canadian exhibitors may import display items and exhibit booths temporarily as outlined in the provisions of tariff classification **9993.00.00.00** duty free, on the condition that the goods will be exported from Canada upon the completion of the event.

Cross Connect is the designated customs Broker for WABE and can assist you with your shipping needs. We highly recommend using their service and avoid trying to navigate Canadian custom regulation on your own. See the attached *CCCEL Shipping & Customs Clearance Instructions Manual* for more information. Email completed forms to: info@crossconnectcl.com.

REGISTERING YOUR EXHIBITION TEAM

1) Exhibitor Passes

We have changed how we manage passes for booth personnel this year. **Every person on your team has to register at <https://conference.wabe.ca/en/>.** There are two pass options.

An Exhibitor Pass costs \$150/person. This pass grants the individual access to breakfast and lunch on Tuesday and Wednesday, as well as access to all the sessions that occur during the conference.

Booth worker pass has no additional cost. It grants the person access to the Exhibit Hall from Monday noon to Wednesday afternoon.

These changes were implemented primarily to improve estimating numbers for catering and avoid unnecessary food waste, as some exhibitors didn't partake in meals provided with their complimentary pass. Secondly, by breaking apart the booth personnel registration from the booth registration, it streamlines our back-end and reduces confusion for staff and exhibitors at the conference.

2) Travel & Accommodations

Please book your travel and accommodations as soon as you have your team organized. We have arranged for preferred rates and discount codes for hotel and flights. These are listed at <https://wabe.ca/conference/travel-accommodation/>.

Please note, Pinnacle Hotel has set aside a limited number of rooms for the conference, held until **September 14, 2026**. Hotel rooms in downtown Vancouver can be expensive and limited in supply. Once this discounted room block is exhausted, you might have to pay market rate at this or another nearby hotel. **Do not wait to arrange your hotel!**

EXHIBITOR SCHEDULE

<u>Monday October 5</u>	
Exhibit Hall Open <i>to Exhibitors for Set Up</i>	12:00pm – 5:00pm
Media Mixer & WABE Awards	6:00pm – 9:00pm
<u>Tuesday October 6</u>	
Exhibit Hall Open <i>to Exhibitors for Set Up</i>	8:30am – 12:00pm
Lunch	12:30pm – 1:00pm
Exhibit Hall Open for Visitors	1:00pm – 6:00pm
Exhibit Hall Happy Hour	5:00pm – 6:00pm
Tuesday Night Dinner & Social	6:30pm – 9:00pm
<u>Wednesday October 7</u>	
Exhibit Hall Open for Visitors	9:00am – 12:00pm
Lunch	12:00pm – 1:00pm
Exhibitor Meeting (at Exhibit Hall)	12:30pm – 1:00pm
Exhibitor Teardown	12:30pm – 3:00pm

There are no WABE events scheduled during Exhibit Hall visiting hours to give WABE conference attendees a chance to explore your booths fully.

MOVE-OUT INSTRUCTIONS

1) Post Show Material Handling By GCS

1. Arrangements for Return to Warehouse service must be made in advance of, or prior to, show closing

2. Pack up everything and leave all packed up freight IN YOUR BOOTH.

3. Label each piece of freight and provide a completed Bill of Lading covering each outbound shipment.

- GCS service covers handling of freight from booth to GCS's warehouse
- Return shipping labels must be on ALL pieces.
- Exhibitors are responsible to schedule a pickup from GCS's warehouse location

You can contact GCS at (604) 851-0224 or by email at abbotsford@globalconvention.ca for support.

2) Carry Out

You have the option to take your materials and supplies with you. Please note that loading bay access might be limited and available at the Hotel's discretion. We asked that all materials and supplies be moved off-site by the end of the conference.

PROMOTING THE EXHIBITOR HALL TO YOUR NETWORK

To encourage foot traffic and curiosity from the public, our Exhibit Hall is free to attend. Word of mouth has been our most effective way to bring awareness to those new visitors, but our reach is limited. So it would help greatly if you can let your network and community know that you will be at the conference and generate more interest on the whole.

1) Free Exhibit Hall Pass - [WABE-freepass.s1.yapla.com](https://wabe-freepass.s1.yapla.com)

This is the link to register to get into the Exhibit Hall. Please share this via your marketing channel. Any visitors can also register at the door.

2) Cross Promotions

Our main marketing channels are our newsletter and our LinkedIn. We also post to other social media platforms, such as Instagram and Tik Tok. Lastly, we have a regular column on Broadcast Dialogue.

One beneficial way to increase engagement across the board is to share/re-post. In our social media posts, we strive to also include/mention our exhibitors at some point in the lead up to the conference. If you see a mention from us, it'd be appreciated if you can share or re-post that.

If you are making an original post on your accounts, we can reshare/repost from ours to signal boost - just use our account handles and/or our hashtags.

3) Our Social Media Accounts

LinkedIn: @WABE, ca.linkedin.com/company/western-association-of-broadcast-engineers

Instagram: @wabe_convention, www.instagram.com/wabe_convention/

Facebook: @wabe.convention, www.facebook.com/wabe.convention

TikTok: @wabe_convention, www.tiktok.com/@wabe_convention

4) Social Media Hashtags to use for this year

#WABE2026 #WHERE MEDIA CONVERGES

YOUR WABE SUPPORT TEAM

Pre-Conference & Registration Desk:

Kristine Langlois, Conference Manager (conference@wabe.ca)

On-Site Point of Contact:

Mitch Bunda, Exhibit Chair

WABE Executive Team:

Alex Loewen, Vice President

Howard Chen, Secretary

Daniel Oong, Treasurer

If you have questions or concerns, please reach out. We are here to help make this WABE a success for your business!

The WABE TEAM

www.wabe.ca

