



Toronto Boat Show 2024 Booth Information

Thank you to all who has volunteered to assist with staffing our booth at the upcoming Toronto Boat Show **January 19th – 28th, 2024.**

The Booth:

We are in the Boater Resource Centre, booth G-645 (across from Toronto Police Marine Booth); it is in the Industry Building. **This year our SAR Partners from Canadian Coast Guard (CCG) & Joint Rescue Co-ordination Centre (JRCC) will be sharing our booth.** Please support each other for breaks and defer member of the public to either of these partners if you are asked questions that pertain to either of those organizations.

Show Hours:

First Look Friday Jan 19th, 2024 1 pm – 7 pm
Weekdays (22-26) 11am – 7 pm
Saturday (20 & 27) 10am – 6pm
Sunday (21) 10am-6pm
Sunday (28) 10am-5pm

Our booth coverage schedule reflects these times and includes cushion for opening and closing the booth and tear down on the last Sunday.

Fri Jan 19th, 2024	One Shift 12:15pm – 7:15 pm	
Sat Jan 20th, 2024	Shift 1: 09:30am – 2:00 pm	Shift 2: 1:45pm – 6:15 pm
Sun Jan 21st, 2024	Shift 1: 09:30am – 2:00 pm	Shift 2: 1:45pm – 6:15pm

Mon Jan 22nd – Friday Jan 26th, 2024
Shift 1: 10:30am – 3:00 pm Shift 2: 2:45pm – 7:15 pm

Sat Jan 27th, 2024	Shift 1: 09:30am – 2:00 pm	Shift 2: 1:45pm – 6:15 pm
Sun Jan 28th, 2024	Shift 1: 09:30am – 2:00 pm	Shift 2: 1:45pm – 6:15 pm *includes teardown time

The show may allow access to the public 30 minutes early each morning, depending on demand, so we ask that shift one arrive on time as the schedule calls for 30 mins before show opening. Your pass **MUST** be worn at all times that you are working the booth, this allows you in prior to show opening as well.

Badges:

Badges are to be picked up at the show office, you must have your valid CCGA C&A ID with you. A copy of the schedule has been sent to the boat show so you must not use your pass for days you are not working.

Boat show office is located **Salon 103, Exhibit Hall A**

VERY IMPORTANT: The Boat Show organizers are very generous with giving us badges over and above the amount that our booth size allows, as well as a discount on our booth. They have advised they will randomly be verifying the persons whose name appears on the badge, so please do not pass the badges to friends. An exhibitor's badge is good for the whole show, so you might think you are doing a friend a favour, even if they are an Auxiliary Member, by passing your badge to them to use after your day at the show so they can get free admission on another day. **PLEASE DO NOT DO THIS. If we are caught abusing the privilege of the exhibitor badges, we risk ALL OF US being denied entry.**

Getting to the Show:

The Show is being held at the Enercare Centre, Exhibition Place 100 Princes' Blvd, Toronto, ON M6K 3C3 The GO Train and TTC both stop at Exhibition Place just behind the Enercare Centre.

<https://www.torontoboatshow.com/show-info/directions-parking/>

If you are driving, kindly carpool where available.

Tasking Number & Expense Claims:

The tasking # for the boat show is **23tsk610**

Please keep GO Train/Parking Receipts to upload to SMS for reimbursement.

If you are parking or taking the GO, you must keep your Receipt to upload to SMS for reimbursement. Those working shift 1 are eligible for lunch claim, those working shift 2 are eligible for dinner claim. **No receipts needed for meal reimbursements.**

If you are in the same unit/district, please co-ordinate with the partner on your shift to carpool where you can if driving.

Dress Code:

The Boat Show offers an amazing opportunity to showcase the professionalism of the Auxiliary to thousands of people who enjoy boating on Canada's Waterways. Members are asked to wear their CCGA Uniform Shirt and a pair of dark blue trousers with black shoes, if you do not have a CCGA Uniform, a CCGA Golf Shirt or other CCGA Crested wear that you have will be fine; or wear business casual attire.

You can optionally add a tie that conforms to our uniform guidelines, and/or a CCGA Hat. Please remove any extras from your uniform (buttons, flashes etc.) that are not described in the Uniform Guidelines [https://ccga-ca.com/files/library/National_Guidelines_English_Combined_\(2017\).pdf](https://ccga-ca.com/files/library/National_Guidelines_English_Combined_(2017).pdf)

DO NOT WEAR YOUR UNIT UNIFORM: If you do not have any CCGA Crested wear, please wear Business Casual, you are promoting the CCGA C&A as a whole, not your Unit.

Please look professional as media and our SAR Partners will be in attendance.

Our Boat Show Message:

Who are we and what do we do:

VOLUNTEERS SAVING LIVES ON THE WATER

We need your support:

VOLUNTEER AS A MEMBER

VESSEL SUPPORT (DO YOU OWN A BOAT)

DONATIONS/SPONSORSHIPS

SAR (Search and Rescue Awareness)/Boating Safety Tips

Invite people to stop by and see the booth, engage in conversation:

Have some questions ready:

Have you heard of the Auxiliary?

Where do you boat?

Do you own a boat? We have a list of areas that needs units; we have maps of our needs areas you can use as part of our conversation.

Do you know if there is an Auxiliary unit in your area; we have map showing some of our units, you can use as part of the conversation.

A great way to get parents to stop and talk is to catch the eyes of their young children and ask a question like, what is the colour of your life jacket. Hand them a colouring book, Bobbie tattoo or whistle while you engage the parent in conversation.

Please do not leave a pile of whistles on the counter for visitors passing by to pick up, rather keep some in hand and give them to those engaging in conversation and remind them to attach to their life jacket. The CCGA Branded whistle serves as a keepsake reminder of your conversation. From a marketing standpoint, this helps ensure we get a return for our investment on the whistles.

Use the maps to engage people in conversation.

DO PROMOTE THE AUXILIARY, DO NOT PROMOTE YOUR UNIT: There is nothing wrong with telling them what unit you belong to or why you joined, certainly we want members to have pride in their units. But our goal is to promote the Auxiliary as a Whole.

DO BE PROFESSIONAL IN LOOK AND TONE: Your demeanour and comments reflect on all of us in the organization.

DO ENGAGE THE AUDIENCE: Don't sit and wait for people to speak to you, many people would enjoy speaking with you and won't interrupt if you are sitting in the back of booth as they will think you are trying to rest.

Some common questions and responses:

Q) Why are there no CCGA Units on Lake Pollywog (or some other lake we don't cover?)

A) We support Search and Rescue Services on Federal Waterways together with our SAR Partner, the Canadian Coast Guard. SAR on inland waterways are provided by local police and fire depts.

Q) Are you the same as the Coast Guard?

A) When responding be respectful of the vital work done by the CCG. Explain that with a Country as large as ours, it isn't possible for the CCG to have vessels everywhere. The CCGA Compliments the CCG's fleet by adding over 1100 vessels and over 4000 Crew. You can mention that the Auxiliary was formed in 1978 to help meet Canada's Marine SAR Needs. If the person you are speaking with is from a more rural area, use the analogy to a volunteer fire fighter. We train to the same standards as CCG for SAR, we just happen to be volunteers and your neighbours.

Q) How can I support the Auxiliary?

A) We hope lots of people ask you this question, but we expect it may be rare. Nonetheless, should you get any inkling that someone may be expressing interest in supporting us with your mission, that's an interest we want to foster. Maybe it's a vendor from the show who is curious if we have a need for their products; or maybe it is someone who wants to donate a boat; or maybe a millionaire that wants to write us a big cheque! Take down their contact information or have them call the office.

Follow same strategy for potential member interest. We have forms in the binder you can put on the clip board to have ready if anyone wants to fill out.

MEDIA INTEREST – (ABC) NEWS OUTLET WANTS TO INTERVIEW ME IN THE BOOTH

READ POLICY 13.08 MEDIA GENERAL GUIDELINES FROM OUR CURRENT SOPP'S PRIOR TO GOING TO THE BOAT SHOW. AVAILABLE ON SMS - CCGA_SOPP_03.26.22

Exhibitor Lounge:

There will be one exhibitor lounge, Salon 105. This room provides private facilities during show days for meetings or rest during show hours.

Coverage Schedule:

The schedule will be posted to SMS once final and had been emailed to all of those working the booth.

For each day there are two shifts. Should you find yourself wishing to stay on, or come earlier than scheduled, you are of course free to do so and most welcomed. You could also co-ordinate with others in the booth that day to give members time to get away, eat, look around or take a break away from the booth.

The shifts have been set up to give time to open and close and overlap time between each shift to discuss anything that may have come up.

Shift 1 Opening:

Turn on lights
Give a dusting of surfaces if needed
Ensure magazine stands have some brochures
Ensure posters are stuck to the booth and didn't come loose

Put out showcase items:

Binocular
Night vision Monocular
Spot
Radios
PLB
Strobe Light
Sat Phone

Shift 2 Closing:

Turn off lights
Give a dusting of surfaces if needed
Ensure magazine stands have some brochures
Ensure posters are stuck to the booth and didn't come loose

Put away showcase items:

Binocular
Monocular
Radios
PLB
Strobe Light
Sat Phone

Check to ensure no garbage ie coffee cups are left around booth, throw out in bins.

If writing a note in the book for the other shifts, please note date and time.

Contact is Ivan Simokovic: 416-994-4131

Thank you and have a great time! Please take pics of you and your shift or if you have some other aux members stop by if you feel the need and email to office@ccga-ca.com we will use in the newsletter!