



ROMA 2027 Conference

January 24 – January 26, 2027

Location: Sheraton Hotel, Toronto

Exhibitor Information Package and Application

Trade Show: January 24 – January 25, 2027

Take Advantage of Exhibit Opportunities at ROMA 2027

The Rural Ontario Municipal Association (ROMA) Conference is an exclusive opportunity to connect with elected municipal officials from rural communities across Ontario. ROMA members represent over 2.8 million residents living in about 1,000,000 households.

The Conference Trade Show is ideal for showcasing the value of the products and services your organization has to offer, and for making real connections with Ontario's rural leaders and decision-makers.

ROMA 2027 Trade Show Information

Location:

The ROMA 2027 Conference is being held at the Sheraton Centre Hotel:
123 Queen St W, Toronto, ON M5H 2M9

Conference Schedule:

The ROMA 2027 Conference will run from Sunday, January 24 until Tuesday, January 26, 2027.

The Trade Show will operate exclusively on January 24 and January 25, including move-in and move-out.

Trade Show hours are currently scheduled as follows:

Sunday, January 24

- 9:30am - 12:00pm: Exhibitor Move-in
- 1:00pm - 6:00pm: Trade Show Open

Monday, January 25

- 7:30am - 3:30pm: Trade Show Open
- 3:30pm - 5:00pm: Exhibitor Move-out

Booth Prices:

- Standard booth: \$3,400 + HST
- Double booth: \$6,800 + HST
- Upgrade to a corner booth: additional \$800 + HST

Each booth includes the following:

- All booths are 8' deep x 10' wide with an 8' high back wall and 3' high side walls
 - 1 6' silver draped table
 - 2 grey side chairs
 - 1 wastebasket
- 1 Conference registration (access to entire conference, including Monday lunch)
- 4 booth worker badges (access to Trade Show only)

Exhibitor Application Timelines:

1. Once your application has been approved, you will receive an invoice with your payment information.
2. Payment from approved exhibitors must be received within 30 days of receiving the invoice. Exhibition space will not be guaranteed until payment is received in full.
3. Requests for cancellation and refunds on exhibit space must be received no later than November 27, 2026 at 4:00pm to events@roma.on.ca. Cancellation requests received before this time are subject to a \$500 + HST administration fee. Refunds will not be issued after November 27, 2026.
4. Booth numbers will be assigned and shared with exhibitors and suppliers by November 30, 2026. Exhibitors who have not completed payment by this date will not be assigned a booth.
5. Final conference schedule, including list of activities, will be provided by January 7, 2027.

[Complete the ROMA Exhibitor Application Form Here](#)

ROMA 2027 Conference: Official Service Providers

Each exhibiting company will be identified to the official service providers and order forms will be made available following confirmation of participation.

Please ensure that the contact person identified on the forms will be the person coordinating the Trade Show space. If there is a different person coordinating on-site, ensure that they have all the necessary information and order confirmations.

1. **Stronco Show Services:** Official carrier and show decorator

Materials coming into Canada require custom clearance. All non-Canadian exhibitors must be cleared. Exhibitors who use courier companies such as FEDEX, UPS, DHL or others must ensure that the customs, taxes, etc. are paid in advance. "Collect" shipments will not be accepted. Freight delivered by companies other than Stronco cannot arrive prior to Saturday, January 23, 2027.

2. **Encore:** Electrical, audio visual and internet

ROMA does not provide an electrical outlet, audio visual rentals or internet/telecom lines. You will be connected to Encore.

3. **Validar:** Lead retrieval provider

Federal legislation prohibits the sharing of delegate registration lists. If you would like to collect delegate data, please order a lead retrieval device which will allow you to scan the badges of consenting delegates.

4. **Sheraton Hotel Toronto**

Their Operational Guide will be provided, including information that may be pertinent to your participation, in particular: booth cleaning services, vehicle display regulations, and food and beverage samples. Separate charges and billing will apply.

ROMA assumes no responsibility or liability for the use of these companies. All arrangements must be made directly with these suppliers.

Payment Policies

- Payment from approved exhibitors must be received within 30 days of receiving the invoice.
- Exhibition space cannot be guaranteed until payment is received in full.
- Requests for cancellation and refunds on exhibit space must be received in writing no later than November 27, 2026 at 4:00pm, sent to events@roma.on.ca.
- Cancellation requests received before this time are subject to a \$500 + HST administration fee. Refunds will not be issued after November 27, 2026.

From Application to Show

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4. Booth numbers will be assigned and shared with exhibitors and suppliers by November 30, 2026. Exhibitors who have not completed payment by this date will not be assigned a booth.
5. Final conference schedule, including list of activities, will be provided by January 7, 2027.
6. There will be a webinar on January 13 2027, at 12pm for all final exhibitors to review all logistics, participation and to answer questions.

ROMA 2027 Conference: Exhibitor Rules and Regulations

The ROMA Annual Conference, its partners, organizing committees, volunteers, staff and contracted staff will hereafter be referred to as “the Conference”. Sheraton Centre Toronto will hereafter be referred to as ‘the Venue’.

Booth Assignment: Booth space will be assigned at the discretion of the Conference organizers. The Conference organizers reserve the right to make changes to the Trade Show floor plan at any time and without advanced notice. Exhibitors may not reassign or sublet space allotted to them.

Control of Admissions: ROMA reserves the right to refuse applications to exhibit. In the event that participation is refused, sums paid by the party having presented an application of participation will be refunded in full. Despite initial acceptance by ROMA and even after allocation of a booth, an application to exhibit may be denied.

Booth Construction and Arrangement: Construction of Trade Show booths is the sole responsibility and expense of the exhibiting company.

Booth Personnel: Trade Show booths must be staffed during the stated Trade Show hours by qualified employees of the Exhibitor.

Conduct of Exhibitors and Representatives: The Conference organizers reserve the right to stop activity on the part of an exhibitor that may cause concern to other exhibitors or visitors. Business must be conducted only from the Exhibitor’s own booth.

Display Rules and Regulations: For all booth types, an exhibit booth must be contained in the space contracted. Display material exposing an unfinished surface to nearby booths will not be permitted. Displays must be contained within the assigned booth spaces which in the opinion of the Conference organizers does not interfere with other Exhibitor’s displays. Canvassing or distributing advertising materials outside of the Exhibitor’s designated space is not permitted and is grounds for removal from the Trade Show, and the company may be excluded from future events.

Volatile or Toxic Substances: Volatile or toxic substances are not permitted in the display areas without permission in writing of the Conference organizers. Exhibitors who obtain such permission must ensure all safety precautions have been put in place and provide at least two fire extinguishers of an approved type and retain these on their stands. Exhibitors using such items will be liable for any damage caused.

Events, Receptions, Off-site Promotions, etc.: No Exhibitor events, receptions, promotions, or similar activities may be conducted during the hours of the conference. Exhibitors may not do anything that, in the judgement of the conference organizers, in any way interferes with or competes for attendees while the conference is in progress.

Early Tear Down Fine: The Trade Show will close on January 25 at 3:30pm. As tear down during exhibit hours is very disturbing to other exhibitors, tear down will not commence until the show closes. Any exhibitor dismantling their exhibit material before close of the show will be charged with a fine of \$500.00.

Storage: Exhibitors will not be permitted to store boxes or packing crates that are visible to attendees. Boxes and crates must be placed in storage and be properly labeled for storage. Boxes and crates that are not properly labeled will be removed and destroyed. Storage is the responsibility of the Exhibitor and is available by contract through Stronco Show Services. Costs may apply.

Collateral/Giveaways/Prize Drawings: Samples, catalogues, pamphlets, souvenirs, etc. may be distributed by exhibitors and booth personnel within their booth. Exhibitors interested in conducting prize draws, awards for providing contact information etc. are responsible for complying with all applicable laws. Announcements of prize draws on the Trade Show floor will be at the sole discretion of the Conference organizer.

Compliance: The exhibitor assumes all responsibility for compliance with, and agrees to comply with all applicable local, provincial and federal laws, including fire safety and health laws, and all applicable rules and regulations for all union and labour organizations and of the operators and/or owners of the property in which the Conference is held. Cloth decorations must be flameproof, all wiring, electrical elements, and plug-ins must comply with the fire department, insurance underwriters' rules and if applicable electrical standards.

Limitation of Liability: The Conference organizers, its partners, volunteers or staff are not responsible for any loss, theft or damage to the property of the Exhibitor, his/her or its employees or representatives. Further, the Conference organizers, its partners, volunteers or staff will not be liable for damage or injury to persons or property from any cause whatsoever by reason of the use of occupancy of the booth space or the participation in the Conference by the Exhibitor. The Exhibitor assumes entire responsibility for and hereby agrees to protect, indemnify, defend and save the Conference, the venue, and their employees, volunteers, agents, harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorney's fees arising out of, or caused by the Exhibitor or Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding and such liability caused by the sole negligence of the Conference or the venue and their employees, volunteers and agents. The Conference organizers, its partners, volunteers, or staff accepts no liability to any persons or body for any loss, injury or damage howsoever and whether directly from any action or cause whatsoever undertaken, organized or sponsored by the Conference, its partners, volunteers or staff.

Exhibitor's Liability: Every exhibitor hereby accepts liability for all acts or omissions of contractors, agents, visitors and others and undertakes to indemnify the Conference organizers. To keep them indemnified against all liability in respect thereof and against all actions, suits, proceedings, claims, demands, costs and expenses whatsoever, which may be taken or made against the Conference organizers or incurred or become payable by them arising out of the supply by the exhibitor of samples of any kind whatsoever whether such samples be sold or given away free and including any legal costs and expenses and any compensation costs and disbursements paid by the Conference organizers on the advice of counsel to compromise or settle any such claims. Notwithstanding the indemnity hereby given, the exhibitor undertakes to arrange appropriate third-party liability insurance.

Insurance: The exhibitor acknowledges that the Conference organizers and the Venue do not maintain insurance covering the Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses by the Exhibitor. It is mandatory for exhibitors to carry special insurance to cover exhibit material against damage and loss, and public liability insurance against injury to the person and property of others. Neither the Conference organizers nor the Venue will be responsible for the safety of any exhibit or property of any Exhibitor, or any other person, for loss or damage of, or destruction to same, by theft or fire or any other cause whatsoever, or for any loss or damage whatsoever sustained by the Exhibitor by reason of any defect in the building caused

by fire, storm, tempest, lightning, national emergency, war, labour disputes, strikes or lock-outs, civil disturbances, explosion, inevitable accident, force majeure, or any other cause not within the control of the Conference of for any loss or damage occasioned, if by reason of happenings of any such event, the opening of the exhibition is prevented or postponed or delayed or abandoned or the building becomes wholly or partially unavailable for the holdings of the exhibition. The exhibitor agrees and undertakes to insure in their full replacement value of the contents of her/his stand and all associated equipment and materials.