

November 2026

Your path to MCEE Expo 2027

As MCEE Expo 2027 approaches, we're here to help you make the most of your participation. In this exhibitor newsletter, learn how to boost your visibility with the New Product Competition, update your eBooth listing, and take care of key steps such as hotel booking and proof of insurance. You'll also find an important alert about scam attempts.

NEW PRODUCT COMPETITION

Registration deadline: January 28, 2027

Give your innovation outstanding visibility at MCEE Expo 2027!

The New Product Competition is much more than a competition: it's a unique opportunity to put your latest innovation in the spotlight and showcase it to industry professionals looking for tomorrow's solutions.

Featured in the New Product Showcase, located at the entrance to the show, your product will benefit from a strategic, high-traffic location along the route taken by the thousands of visitors expected to attend. This prominent exposure will create more opportunities to drive traffic to your booth and position your company as an industry innovator.

Turn your new product into a powerful tool for attracting attention and building awareness.

Free and easy to enter, the competition provides tangible added value before, during and after the show: visibility among thousands of onsite visitors, exposure on the MCEE Expo website, and promotional coverage for the winning products.

By entering, your company benefits from:

- **Targeted exposure** in one of 9 categories, with a presentation featuring a description and photo.

Exceptional visibility among thousands of visitors

- Your product will be displayed in a prominent, high-traffic area at the entrance to the show.

Even greater exposure for the winners

- The winners, to be announced on April 13, 2027, will receive additional visibility in the New Product Showcase and at their booths, as well as recognition in the press release announcing the winners.
- An exclusive opportunity to showcase their product on stage: Winners will be invited to present their product on the New Product Stage, exclusively reserved for award recipients.

Enter by January 28. Don't miss your chance!

Enter the contest

eBOOTH – LOGIN TO UPDATE

Every exhibitor receives an eBooth listing, shown on the MCEE Expo website, in the show guide and in the mobile app. It includes:

- 500-character description
- Website
- 8 product categories
- Social media links

Log into your account to edit your listing. Note that this is not the same login as for booth sales. **If you have not** logged into the event portal for MCEE Expo 2025, **you must** create a new account. Only emails listed as contacts will be linked to the company profile.

EXHIBITOR REGISTRATION

Your login details will be emailed to you in January 2027.

ONLINE EXHIBITOR MANUAL

The manual will be posted on the event website at the end of November.

HOTEL ACCOMMODATION

Book your room at Le Westin Montréal before March 12, 2027, to get our preferred rate of $275 per night.

Book now

IMPORTANT NOTICE: SCAM ALERT

Some exhibitors have received scam emails and calls wrongly stating that their booth is not reserved. Only the following people will contact you about your booth:

- Pat Gramsch – p.gramsch@ciph.com
- Nomagugu Khumalo – n.khumalo@ciph.com
- Louis Yu Tim Lun - l.yutimlun@ciph.com
- Véronique Clément – vclement@cspmedia.ca

Always remember: never respond to any email requesting your login, personal information or an unexpected payment (such as insurance or damage deposits). Notify the MCEE Expo team right away.

CERTIFICATE OF INSURANCE

Please send us your certificate of insurance (COI), as required in your exhibitor contract.

1. Email it to events@ciph.com.
2. Upload it to submit for review.
3. Order temporary insurance from our supplier.

Every exhibitor must carry liability insurance of at least $2,000,000 covering the entire show, including move-in and move-out. Ask your broker to email proof of coverage to MCEE Expo 2027 Show Management. Exhibitors without proof of insurance will not be allowed to move in.

MCEE EXPO LOCATION

Palais des congrès de Montréal
159 St. Antoine Street West, Montréal, Québec H2Z 1H2

CONTACT INFORMATION

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