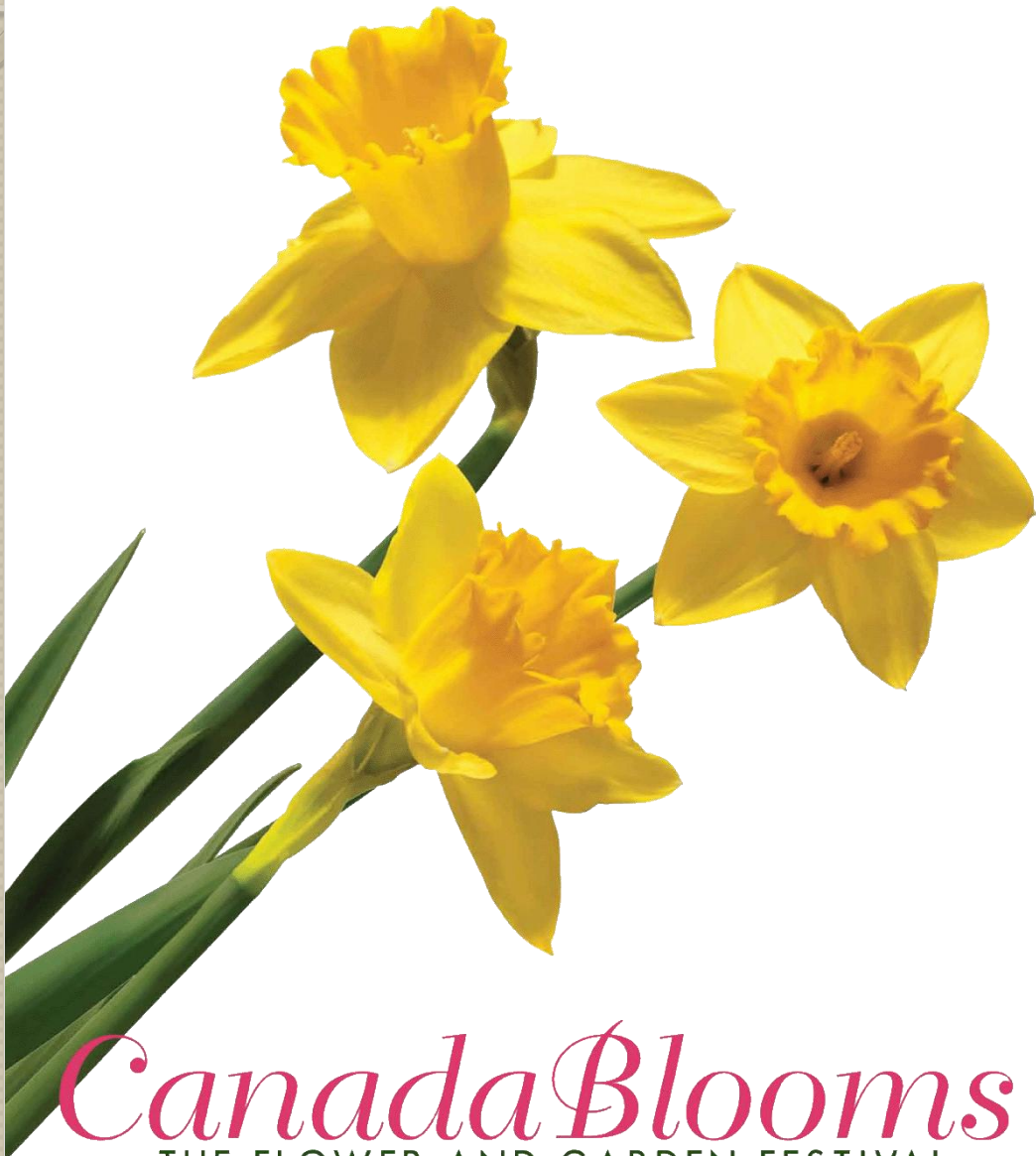


2012
Volunteer
Orientation Package



Canada Blooms
THE FLOWER AND GARDEN FESTIVAL

Travelling to Canada Blooms



Direct Energy Centre is readily accessible via the TTC and Go Transit.
Exhibition

The Direct Energy Centre at Exhibition Place is located 4 kms west of downtown Toronto and is accessible via the Gardiner Expressway or Lakeshore Boulevard. Exhibition Place is bordered by: Gardiner Expressway to the North; Lake Shore Boulevard to the South; Dufferin Street to the West; Strachan Avenue to the East

Access via Automobile:

FROM THE EAST: Take the Gardiner Expressway west to Spadina/Lake Shore Boulevard cutoff and follow the signs for Lakeshore Boulevard. Take Lake Shore Boulevard to the Princes' Gates (just west of Strachan Avenue).

FROM THE WEST: Take the Gardiner Expressway east to Lake Shore Boulevard or Jameson Avenue. There are three entrance points to Exhibition Place from Lake Shore Boulevard - British Columbia Drive, Ontario Drive and Newfoundland Drive.

Access via GO Train:

Exhibition Place also has a GO station located right on our grounds. The station name is EXHIBITION and is one stop west of Union Station on the East-West Lakeshore line. For more information contact GO Transit at www.go transit.ca or 416-869-3200.

Access via Toronto Transit (TTC):

#29 DUFFERIN BUS

Take the Bloor subway to Dufferin Station and proceed to street level. Board the #29 bus south to Exhibition Place.

#511 BATHURST STREETCAR

Take the Bloor subway to Bathurst Station and proceed to street level. Board the #511 streetcar south to Exhibition Place.

#509 LAKESHORE STREETCAR

Take the Yonge-University subway to Union Station and proceed to the Queens Quay platform. Board the #509 streetcar west to Exhibition Place.

* Please note that one TTC fee applies to all consecutive travel. Upon boarding any TTC line (subway, bus or streetcar) please obtain a transfer which will allow you free access onto your connecting line. For more information, visit the TTC at www.ttc.ca or call 416-393-4636.

Parking is available per day:

Weekdays (Sat/Sun) Underground & Surface: \$15, after 6pm: \$12

Weekdays (Mon-Thurs) Underground & Surface: \$13, after 5pm FREE.

Fridays Underground & Surface: \$13 after 6pm \$10

If you attend more than 6 days you might want to consider ordering a parking pass—outside \$80.00, inside \$130.00. See back page for parking pass (please send directly to the Direct Energy Centre).

Volunteer Jobs and Descriptions

CANADA BLOOMS
DIRECT ENERGY CENTRE
100 PRINCES' BOULEVARD
TORONTO, ONTARIO M6K 3C3
Co-locating with the National Home Show

CANADA BLOOMS DAYS—MARCH 16-25, 2012

Canada Blooms head office: 416-447-8655
Festival office phone number (March 12-26): 416-263-3222

SHIFTS

- 1 - 9:30 am—1:00 pm (Sun 9:30 am—2:00 pm)**
- 2 - 1:00 pm—5:00 pm (Sun 2:00 pm—6:00 pm)**
- 3 - 5:00 pm—9:00 pm**

Note: Sunday March 25th closes at 5:00 pm

This year Canada Blooms is excited to announce that we are co-locating with the National Home Show. The Canada Blooms Festival will take place in Hall A and Heritage Court and part of Hall F. The National Home Show will take place in the remainder of Hall F and Halls B, C, D, G and H.

The main entrance to Canada Blooms is through Hall A, with a secondary entrance at Heritage Court (servicing TTC riders, Bus Groups and additional parking). The main entrance to the National Home Show is through Hall B with a smaller entrance at the north side of Hall F (servicing GO Bus and additional parking).

The Canada Blooms Festival Office will be located in Salon 102 on the east side of the building. Also in Salon 102 will be the Green Room and the Media Office.

The co-location means that the ticket for either event will allow entry into both Canada Blooms and the National Home Show.

VOLUNTEER CHECK IN—Presentation Room (OUTSIDE HALL B west entrance)

Please note that the volunteer room has changed. All volunteers will check into the Presentation Room (located outside of the entrance area near Hall B west entrance, across the hall from Salon 107 (last year's festival office).

Volunteers will not need a ticket to enter the Volunteer Room. All Volunteers entering the event will do so after putting on their Volunteer Bibs. Security has been authorized to allow participants wearing proper attire entrance into the event. Upon finishing your shift we would ask volunteers to have their hands stamped on exit so that they can re-enter and enjoy the festival. Upon returning your bib you will receive a ticket for a future visit to Canada Blooms should you want to visit the festival at a later date (see the PLEASE NOTE section below).

PLEASE NOTE: As a thank you for your dedication and hard work, along with your admission into Canada Blooms on the day that you volunteer, we will offer our volunteers a Canada Blooms ticket for each shift worked (to a max. of 3 tickets) to come back and enjoy Canada Blooms on another day. Please note that tickets will be given only after the shift has been completed and your bib has been returned to the volunteer room. For those working the final Sunday, please contact co-ordinator to discuss.

Although we try our best, Canada Blooms is not responsible for lost or stolen items left in the Volunteer Room. Please keep an eye on your valuables. There is a coat check available (for a fee) should you require it.

JOB DESCRIPTIONS

VOLUNTEER CHECK-IN/TICKET & BALLOT COUNTING: Presentation Room

The Volunteer Room volunteers have slightly different shift times – these volunteers will need to arrive a ½ hour before other volunteers as they will assist the volunteer co-ordinator with the assigning of roles to volunteers during their shifts. Please report at 9 am for shift one, 12:30 pm for shift two and 4:30 pm for shift three.

Volunteers in the volunteer room will welcome other volunteers and confirm job assignments. Lists will be provided to Coordinators that has volunteer's names and role for day and shift. Any changes from assigned roles must be approved by a Co-ordinator.

Volunteers in the volunteer room will also be responsible for assisting with **ticket counting and redemption of bar coded tickets**. In most cases tickets are simply to be put into piles of 500's in presented envelopes for both regular ticket and Bar Coded Tickets for further review by auditors. The redemption of tickets greatly assists us with the tracking of admission numbers and is really important to determining our success as well as confirming popular days and the results of our People's Choice Awards. As part of **Ballot Counting**, guests are able to vote for the People's Choice of the most beautiful garden at Canada Blooms. The winner of the People Choice Award is presented on the Canada Blooms Stage on Sunday, March 25th at 4 pm. Ballot counters will daily count votes for this special awards program. Additionally, guests to Canada Blooms can check off a box if they would like to be added to the Canada Blooms E-Newsletter. Ballot counters will also separate these ballots for inputting by Canada Blooms staff at the event

Wine Garden Ticket Sales - 6 Volunteers per shift

The Wine Sensory Garden requires volunteers to sell sample tickets to guests. For this position volunteers must be over the age of 19 and be able to handle money and hand out tickets. Volunteers may be required to ask visitors for age of majority status. A reconciliation will be made after each shift by Treasury. The Wine Sensory Garden runs from 12:00pm to close of festival, volunteers will start in another area to be assigned by volunteer co-ordinator until their shift begins in the Reif Wine Sensory Garden.

SPEAKERS SERIES/WORKSHOP SUPPORT AREA - 6 Volunteers required per shift –
3 Volunteers for each of the Celebrity Stage & ‘Gardening Solutions’ Room.

The Volunteer Co-ordinator will determine which stage you will report to based on the requests from hosts of those areas:

A) CELEBRITY STAGE – MAIN STAGE – HALL A

Volunteers will report to the Stage Manager who hosts the Celebrity Stage daily.

Volunteers will be aware of the daily schedule of events in the Canada Blooms Magazine and will assist with :

- Possibly help introduce the speakers
- Tidy the stage and seating areas between speakers
- Welcome speakers and guests and show them to host
- Direct Guests to Signing Areas for the purchase of Speakers Books
- Assisting Guests with Seating
- Distribute materials
- Enjoy the lectures

B) “GARDENING SOLUTIONS” STAGE – ROOM 105

Volunteers will report to Room Hosts, who assist us in hosting seminars.

Volunteers will be aware of the daily schedule of events presented in the Canada Blooms Magazine and will assist with the speakers with set up:

- Possibly help introduce the speakers
- Tidy the stage and seating areas between speakers
- Welcome speakers and guests and show them to host
- Direct Guests to Signing Areas for the purchase of Speakers Books
- Assisting Guests with Seating
- Distribute materials
- Enjoy the lectures

The “Gardening Solutions” Speakers Series is a joint stage with the Master Gardeners of Ontario and takes place every other day.

Help will not be required on Sunday.

Volunteers for the stages may be asked to assist the workshop sessions as required.

Ice Cream Sales - 20 Volunteers per shift

We have 10 Haagen-Dazs ice cream carts located at Canada Blooms this year. Volunteers will sell pre-packaged ice cream bars, cones and dibs bite size ice cream treats. Volunteers will be escorted to carts by a Vita Link staff person who will explain all details of your job. Volunteers will work in pairs if we have enough people to fill all the shifts.

Treasury people will come around during the shift to transfer and collect money from the provided floats.

Never leave a cart unattended or take the money with you. Please remain at the carts until the Vita Link representative brings around the volunteer that will replace you on your shift.

Ticket/Ballot Counting: This role is now part of the Volunteer Check-In and Green Room Host

Green Room Host - 2 Volunteer per shift

The Green Room Host will sit in the Speakers Welcome to the Green Room (located within Salon 102) and welcome speakers to Canada Blooms. Packages will be prepared for speakers with information related to their speaking session which will be provided to these hosts for presentation to speakers. Volunteers welcome guest speakers and make certain they know where they are presenting and at what time. Speakers are able to relax, get coffee and leave their belongings in this secure room. During times that the Green Room Volunteer is not busy with Guest Speakers they will assist with the Ticket Counting Responsibility – please see information under (Volunteer coordinating) job description.

Garden Area – including Feature Gardens, Professional Florists, Juno Gardens, Green Zone, Garden Hall - 10 Volunteers per shift.

The Volunteer Co-ordinator will determine where volunteers will be placed based on the needs that day.

This is a DO NOT TOUCH job. Volunteers will make sure the displays are not touched, and chat with visitors about the displays. Volunteers in this area will also provide information to guests from the Canada Blooms Magazine as required.

Volunteers may also be asked to assist with the flow of traffic and monitor crowd control in the feature garden area. Volunteers circulate around the show floor and marketplace to help guests find their way around and if issues should arise, to notify the Canada Blooms Show Office Staff located in Salon 102. As floaters these volunteers will help monitor other areas to make sure people are able to take breaks!

Group Tour Bus Greeter & Support - 4 Volunteers per shift

The area for bus volunteers is located at the entrance Area to Heritage Court

This year Tour Buses will entrance/exit at Heritage Court, located on the west side of the building, for disembarking/embarking buses.

Volunteers will check in with bus coordinator at Heritage Court and begin to stuff Canada Blooms Magazines into bags provided for guests. The Primary function of our hosts is to present the stuffed bags to guests and welcome tour bus visitors as they arrive. Volunteers will greet the buses and explain to groups where the entrance area to Canada Blooms takes place and where and when to meet the bus for departure. At departure, volunteers will assist in gathering guests into the designated seating area while waiting for the buses to arrive at the outside area of Heritage Court.

Sampling - 8 per shift

A) The Dairy Farmers of Canada will be serving cheese samples in the Wine Sensory Garden this year. This position will require food handling. Volunteers will help cut and distribute samples of Canadian Cheeses to visitors. This position is only from 12pm-6:00pm so volunteers will be assigned duties by the volunteer co-ordinator until their shift begins.

B) The Twinings Tea Tasting area requires volunteers to hand out samples of tea products and/or coupons to consumers leaving the Tea Area.

C) The Twinings Tea Tasting area also requires volunteers to help make tea and serve samples to the public.

Greeter - 4 Volunteers per shift

The volunteer will control the flow of traffic from the ticket area to the main entrance and will offer directions and information to incoming guests as needed. Will alert Show Staff in Salon 102 of any issues that arise, Volunteers may also be asked to man the self-serve ticket counters to show visitors how to use the machines to purchase tickets using credit card only.

Canada Blooms Magazine Distribution – There will be no need for magazine distribution this year.

Information Booths - 6 people per shift

To volunteer for this position you must have a very good understanding of Canada Blooms and what Canada Blooms has to offer for visitors - i.e. education, feature gardens, marketplace, special events, etc.

There will be 2-3 information booths located throughout the show. Volunteers will be responsible for answering questions and directing visitors.