



MONTREAL

A SIMPLE CUSTOMS CHECKLIST FOR MEETING PLANNERS

Each year, numerous associations from across the U.S.A. and from around the world choose Montréal to host their annual gathering. One of the biggest concerns we hear from planners is that clearing customs will be a challenge for their members and exhibitors. It's true that holding an international meeting anywhere requires a bit of forward thinking. But coming to Canada doesn't have to be complicated. We like to keep things simple around here.

To help you wrap your head around the process, we've made a quick checklist to ensure that customs is a breeze!

REACH OUT. So you're thinking of Montréal and have some questions about customs? The first thing to do is to jump on a phone call with a customs broker, who will be able to answer any immediate questions and even help to establish a timeline for your event.

REGISTER. As soon as you've confirmed that Montréal is where you'll be meeting, register your event with the CBSA (Canada Border Services Agency). This is a very important step, as it will simplify things for you and your exhibitors at the border. A good customs broker will facilitate this registration process. (NB: Montréal's convention center — the Palais des Congrès — can become a customs clearance point.)

PREPARE. You know your members and exhibitors better than anyone. Start thinking about how you'll communicate customs requirements to them. This could mean including the necessary customs and transportation forms in your exhibitor manual. Also: share the contact information of your customs broker.

EDUCATE. A reputable customs broker will support you through the entire process, such as providing a tailored webinar for your exhibitors, specifically regarding what customs procedures and forms are required to ship to Canada.

ARRIVE. Get yourself to Montréal!

AVOID THESE COMMON MISTAKES

- Not speaking to your customs broker prior to shipping
- Not appointing an official carrier or advance warehouse
- Addressing your shipment incorrectly
- Shipping at the last minute

THE CHECKLIST



UPON CONFIRMING YOUR EVENT LOCATION IN MONTRÉAL

- Inform attendees of your delightful French Canadian location!
- Watch these clips about customs from the Canadian Tourism Commission (<https://www.youtube.com/canadameetings>)
- Contact a Canadian customs broker to benefit from free tips and advice in planning your cross-border meeting
- Plan your customs education strategy for your attendees and exhibitors (example: print info booklets, organize info-webinar)

12 MONTHS IN ADVANCE OF YOUR EVENT

- Register your event with the CBSA (Canada Border Services Agency)
- Hold educational sessions at your year-prior event for attendees and exhibitors: implement your education strategy
- Design a page on your association's website to address customs-related questions

6 MONTHS IN ADVANCE OF YOUR EVENT

- Send an email reminder to your attendees and exhibitors
- Post links to association website customs page on association social media platforms

1 MONTH IN ADVANCE OF YOUR EVENT

- Confirm event registration with CBSA

POST-CONFERENCE

- Collect customs-related feedback from attendees and exhibitors.
- Determine what worked, what problems arose and keep on file for future meetings in Canada