

## EXHIBIT SPACE APPLICATION & CONTRACT

Grocery Innovations Canada 2235 Sheppard Avenue East, Suite 902 Willowdale, ON M2J 5B5 tel: 416.492.2325 fax: 416.492.2347 www.groceryinnovations.com

### Step 1

### COMPANY INFORMATION

Company information **exactly** as it should appear in the Official Show Guide

Company: \_\_\_\_\_  
 Contact: \_\_\_\_\_ Position: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ Province/State: \_\_\_\_\_ Postal: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_ Website: \_\_\_\_\_

### \*SIGNATURE:

\_\_\_\_\_ Date: \_\_\_\_\_  
 \*Acceptance: The exhibitor has read the Exhibit Rules and Regulations of this Exhibit Space Application and Contract. This Contract is binding upon acceptance of the applicant and Show Management, and may be executed and delivered by facsimile and a facsimile signature shall be treated as an original. Contract not valid unless signed.

### BOOTH COORDINATOR

### PRIMARY BUSINESS

Company \_\_\_\_\_ Contact \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Province/State \_\_\_\_\_ Postal/Zip \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

- Broker, Distributor or Importer
- Equipment or Store Supplies
- Government
- Industry Association or Consultant
- Manufacturer
- Wholesaler
- Other (specify) \_\_\_\_\_

*please check only one box*

### Step 2

### SPACE REQUIREMENTS

Minimum booth size: 10' x 10' or 100 sq.ft.

- Reserve the same location as 2010
- Upsize by \_\_\_\_\_ square feet
- Reserve a different location than 2010 (indicate your top 3 choices below).

Booth Numbers (see floor plan) \_\_\_\_\_

Indicate the **Product Categories** you represent above.  
(i.e. confectionery, food equipment, pet food, etc.)

Indicate your **Primary Competition** above.

**NOTE: Whenever possible, space assignments are made in keeping with the preference specified by the exhibitor.**

### Step 3

### RENTAL RATES & COSTS

	Rebook Rate	
	Before December 10, 2010	After December 11, 2010
100 - 400 sq.ft.	\$21.50	\$23.00
500 - 1000 sq.ft.	\$21.00	\$22.50
1100+ sq.ft.	\$20.50	\$22.00

Square Feet \_\_\_\_\_ X \$ \_\_\_\_\_ = \$ \_\_\_\_\_  
 Add \$150 per Corner \_\_\_\_\_ X \$ 150 = \$ \_\_\_\_\_  
 Subtotal \_\_\_\_\_ = \$ \_\_\_\_\_  
 13% HST (R105201024) \_\_\_\_\_ = \$ \_\_\_\_\_  
**Total Rental Cost** \_\_\_\_\_ = \$ \_\_\_\_\_

### Step 4

### PAYMENT SCHEDULE

- ▶ Payment Schedule (if booking on or before July 1, 2011):
  - 1st installment - 50% due with contract
  - 2nd installment - 100% due July 1, 2011
- ▶ If booking after July 1, 2011, full payment is due with contract.

**PLEASE NOTE: If the 50% deposit is not received within 30 days of the invoice date, the booth space selected will be released and this contract considered null and void.**

### METHOD OF PAYMENT

- Cheque enclosed
- VISA
- MasterCard
- AMEX

Credit Card Number \_\_\_\_\_ Expiry Date \_\_\_\_\_

Name on Credit Card \_\_\_\_\_

Authorization Signature \_\_\_\_\_

**Fax Completed & Signed Contract  
to 416.492.2347**

Information collected is used for registration, demographic & marketing purposes.

#### For internal use only

Date \_\_\_\_\_ Booth Number \_\_\_\_\_  
 Booth Dimensions \_\_\_\_\_ Approved By \_\_\_\_\_

# GROCERY INNOVATIONS CANADA 2011

October 24 & 25, 2011 - Toronto Congress Centre

## EXHIBIT REGULATIONS

Grocery Innovations Canada is organized by the Canadian Federation of Independent Grocers, hereafter referred to as "Show Management".

- 1. CONTRACT:** In addition to the terms and conditions outlined, the contract shall include and incorporate the tentative floor plan which the parties acknowledge may be amended and modified by Show Management, and the operating rules which will be sent to the exhibitor as part of the Exhibitor Planner.
- 2. EXHIBIT SPACE COSTS:** Quoted in Canadian dollars, exclusive of 13% Federal HST (Harmonized Sales Tax). Exhibit space is priced per square foot in 10' x 10' or 100 square foot blocks. Premium charge for islands will apply on a per booth basis. Pricing is subject to change.
- 3. EXHIBIT SPACE RATE INCLUDES:**
  - Standard draped back wall (8') and side wall (3') in show colours
  - 1 Official Show Guide Listing
  - Exhibitor E-News Updates (up-to-the-moment show activity)
  - 5 complimentary exhibitor badges per 10' x 10' exhibit space
  - 6 personalized VIP Customer Invitations
  - Material handling from loading dock to booth and return
  - Removal, storage and return of exhibit crates
  - 24 hour professional security
  - Complimentary ice and clean-up areas
  - Discounted hotel, airfare and car rental rates
- 4. SHOW DATES & TIMES:** The license given hereunder is solely for the use and occupation of the space allocated to the exhibitor and is for the period outlined below:

<b>Monday, October 24, 2011</b>	<b>12:00 pm - 5:00 pm</b>
<b>Tuesday, October 25, 2011</b>	<b>12:00 pm - 5:00 pm</b>

Note: Access to the trade show floor is restricted to allocated move-in and move-out periods outlined below and from 2 hours before show opening and 1 hour after closing on show days.  
**Move-in Dates:** October 21 - 23, 2011 according to a schedule to be developed by Show Management. **Exhibitors will not be allowed to move in outside their allocated move-in period.**  
**Move-out Dates:** October 25, 2010: 6:00 pm - 11:00 pm & October 26, 2010: 8:00 am - 12:00 noon
- 5. EXHIBIT SPACE APPLICATION & PAYMENT REQUIREMENTS: Acceptance:** The exhibitor has read the Exhibit Rules and Regulations of this Exhibit Space Application and Contract. This Contract is binding upon acceptance of the applicant and Show Management, and may be executed and delivered by facsimile and a facsimile signature shall be treated as an original. Contract not valid unless signed. Space will be assigned on a first-come, first-serve basis. Whenever possible, space assignments will be made by Show Management in keeping with the preferences specified by the exhibitor. Show Management reserves the right to make the final determination of all space assignments in keeping with the best interest of the exhibition. In addition, Show Management reserves the right to refuse rental of exhibit space to any company whose display of goods or services is not likely to be, in the opinion of Show Management, compatible with the general character and objectives of the exhibition and rules and regulations provided in the Exhibitor Planner.  
Payment Schedule (if booking on or before July 1, 2011):
  - 1st installment - 50% due with contract (or within 30 days of invoice date)
  - 2nd installment - 100% due July 1, 2011If booking after July 1, 2011, full payment is due with contract.  
**Exhibitors who have not paid in full 45 days prior to the event will be prohibited from accessing the trade show floor.**
- 6. CANCELLATION & TERMINATION:** This contract may only be cancelled with written notice to Show Management. **All payments received up to the date of notice of cancellation are non-refundable and non-transferable.**  
NSF: In the event that the Exhibitor's cheque is returned by a bank due to insufficient funds, a \$50 CAD administration fee will be charged to the Exhibitor.  
Show Management reserves the right to terminate this contract and withhold from the exhibitor possession of exhibit space if: a) the exhibitor fails to pay all space rental charges 30 days from the invoice date, b) the exhibitor fails to set up an exhibit consistent with the prime purpose of the exhibition during the assigned move-in times, or c) the exhibitor fails to perform any term or condition of the contract. In the event of such termination, the exhibitor shall forfeit, as liquidated damages, the amount paid by them for its license to use the space, regardless of whether or not Show Management is able to find another exhibitor for the space allowed.  
In such case, the exhibition shall not be held for any reason whatsoever, then and thereupon the license of space to the exhibitor shall be terminated. In such case, the limit of claim for damage and/or compensation by the exhibitor shall be the return to the exhibitor of the amount received by Show Management from the exhibitor for license of the space. If the exhibition is terminated for any reason during the term of the license, the amount to be returned to the exhibitor shall be prorated based on the proportion of the term expired up to the termination. Show Management will be not liable for failure to deliver the space in the event of the building becoming unavailable through fire, act of God, public enemy, strikes, the authority of law, or any other cause beyond its control.
- 7. SUB-LICENSE OF SPACE:** The exhibitor shall not sub-license, transfer, or allocate any part of the assigned space except as specifically approved by Show Management, shall not exhibit nor permit to be exhibited in its space any merchandise not a part of its own regular products, and shall not exhibit any advertising material not directly pertaining to the products exhibited.
- 8. LOSSES OR DAMAGES:** Show Management shall NOT be liable for any losses or damages, whether direct, indirect, general, special, consequential or otherwise to the exhibitor, its agents and employees or visitors to its exhibit whether occasioned by Show Management, its officers, its agents or employees or by another exhibitor.
- 9. QUALIFICATION TO EXHIBIT:** The prime purpose of this exhibition is to provide a Showcase for products and services used by Canada's grocery industry and, as such, all exhibitor's products and services must be of that nature. Show Management reserves the right to remove, decline, or prohibit any exhibit, or part of an exhibit, or proposed exhibit, which in its opinion, is not suitable, or is not in keeping with the character of the exhibition. Associations serving the food industry and related government departments are eligible to exhibit. Retail selling on the exhibit floor is strictly prohibited.
- 10. ADMITTANCE RESTRICTIONS:** Grocery Innovations Canada is a trade show and convention. General public and children under 16 (including infants) will not be permitted on the trade show floor during move-in, show days or move-out. Show Management reserves the right to refuse admission or request an attendee leave the event if, in their opinion, the conduct of the attendee is disruptive to the event.
- 11. EXHIBITOR REPRESENTATIVES:** Each exhibitor must ensure at all times during the period of the exhibition that someone is present at their booth. All representatives should be either employees of the exhibitor or representatives earning commissions, brokerage fees or salary. Demonstrators may be hired, but they may be admitted to the exhibit hall only if their general appearance is acceptable to Show Management, and if they are wearing a badge that identifies them as representing the exhibitor. The exhibitor's badge of identification should be worn at all times by every person registered when present in the exhibit hall. A fee will be charged for a) replacing a lost badge, b) for any extra badges required in excess of the regular allotment per booth or c) badges ordered after the order date specified in the Exhibitor Planner.
- 12. EXHIBITOR PLANNER:** Show Management will e-mail the exhibitor's logistics contact person the information and service planner link which shall contain a copy of the operational rules and shall provide complete information regarding show services.
- 13. INSURANCE:** **The exhibitor must at their own cost procure and maintain in force, in conformity with the present contract, an insurance policy of the following type: general insurance coverage against all risks and bodily harm, death and material damage occurring in the rented areas or derived from such areas.** This basic policy must comprise insurance for the contractual responsibility and for civil responsibility. The exhibitor must also meet full requirements of federal and civil responsibility. The exhibitor must also meet full requirements of federal and provincial legislation covering safety at work, duly protecting every person carrying out work for the account. The exhibitor must obtain a document proving that they are fully insured and must produce the document at Show Management's request.
- 14. SECURITY:** Show Management provides 24 hour security from the arrival of the exhibitors to the time of their departure. Reasonable precautions have been taken to ensure the protection of property; however, Show Management cannot always guarantee either the security of the people or of goods. Neither Show Management, nor the Toronto Congress Centre, nor the contractors charged with providing the services, can be held responsible for loss or damage to goods in storage, in transit to the exhibition, or on the return journey, or exhibited in the building when the show is in progress. All exhibitor's goods are considered in the custody or under the control of the exhibitor during storage, transit and the showing in the exhibit halls, even though the same goods may be temporarily placed at any time under the control of Management or its contractors or subcontractors.
- 15. INTERPRETATION OF REGULATIONS:** Show Management has the right to make such changes, amendments, and additions to these Exhibitor Terms and Conditions as it shall deem necessary to the proper conduct of the exhibition and thereupon the Exhibitor Terms and Conditions and the operations rules shall rest with Show Management and its decision will be final. Show Management may require exhibitors to make such alterations to their displays as it deems necessary to the proper conduct of the exhibition and, on failure to comply, may order the immediate removal of the entire exhibit without compensation and at the exhibitor's expense.
- 16. EXHIBIT DESIGN:** **It is the responsibility of each Exhibitor to make sure that their booth complies with the Display Rules & Regulations put forth by Show Management and published on the show's website.**  
Nothing can be posted on, tacked, nailed, screwed or otherwise attached to the columns, walls, floors, ceilings, furniture or other properties of the facility. Signs, banners, flags or any other exhibit components must adhere to the specific construction and height requirements set forth for each booth type.