

# EXHIBIT SPACE APPLICATION

2007 NATIONAL CONVENTION & TRADE SHOW

MAY 14-16, 2007 • OTTAWA CONGRESS CENTRE • OTTAWA • ONTARIO

Please return this form with your deposit cheque (made payable to Canadian Marketing Association) to:

Paddy McKenzie, Senior Manager, Trade Show & Special Events, Canadian Marketing Association

1 Concorde Gate, Suite 607, Toronto, ON M3C 3N6

or fax with credit card information to: 416-441-4062

For more info, contact Paddy McKenzie at 416-644-3764 or 1-800-267-8805 ext. 229, e-mail: pmckenzie@the-cma.org

**IMPORTANT:** DEPOSIT MUST ACCOMPANY APPLICATION (see reservation rate schedule). BALANCE IS DUE NO LATER THAN MARCH 1 2007.

**PREFERENCE IN BOOTH LOCATION:** If your choices are not available at time of selection, show management will assign the best available space. Keep in mind the chance of obtaining one of your choices increases if you spread your selections throughout the exhibit hall. # OF BOOTHS REQUIRED: \_\_\_\_\_ # OF END BOOTHS REQUESTED: \_\_\_\_\_

1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_

4th \_\_\_\_\_ 5th \_\_\_\_\_ 6th \_\_\_\_\_

**ONLY TO BE COMPLETED IF PURCHASING A TABLE TOP**

# OF TABLE TOPS REQUESTED: \_\_\_\_\_ (includes one 6' draped table and chair)

**PLEASE NOTE:** Faxed reservations must be accompanied by credit card number and authorized signature. If paying by cheque, registration form and deposit cheque must be delivered to CMA. *The balance is due March 1, 2007.*

Total deposit enclosed: \_\_\_\_\_  Cheque  Amex  Diners Club  MasterCard  Visa

Credit card #: \_\_\_\_\_ Expiry date: \_\_\_\_\_

Name of cardholder: \_\_\_\_\_ Authorized signature: \_\_\_\_\_

1. Address for Exhibit Contact Person (to receive exhibit information)

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province/State \_\_\_\_\_ Postal/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

2. Your company profile will be listed in the **Exhibitor Roster, Show Guide and the E-Show Listing**. This information will be accessible to the public and other exhibitors. Please e-mail a 30-word profile of your company plus contact information to: **Paddy McKenzie, pmckenzie@the-cma.org by Friday, March 2, 2007** using the layout below. If you would like a different profile to be used for the web, please include that separate profile titled "Web profile."

**LAYOUT FOR COMPANY PROFILE:**

**COMPANY NAME:**

Address:

City, Province/State, Postal Code/Zip Code:

Phone:

Fax:

Website:

Contact:

E-mail (optional):

**Booth #:**

(description — approximately 30 words)

*\* Company names are listed alphabetically. Please specify where you would like your company listed. For example, "The Widget Company" could be listed under "T" or "W".*

**IMPORTANT**

To help us in assigning the locations for the exhibit booths, please list the names of competitors you do or do not wish to be near. This is critical information for booth assignments. Final assignments are at the discretion of CMA.

I do **not** wish to be near: \_\_\_\_\_

\_\_\_\_\_

I do wish to be near: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Where did you hear about the CMA Trade Show?**

mailing  website  phone call

ad in trade publication  e-mail

web search  referral  Other

**KEEP THE COMPETITIVE EDGE. LOCK IN YOUR SPACE AND BE PART OF CANADA'S PREMIER MARKETING EVENT...  
THE CANADIAN MARKETING ASSOCIATION'S NATIONAL CONVENTION & TRADE SHOW**

**Assignment:** Booth locations are assigned by Canadian Marketing Association (CMA) Show Management. Booth space will be allocated at the sole and exclusive discretion of CMA based first on CMA exhibitor points balance, then on the date the application is received. CMA will attempt to assign requested spaces, however exhibitors must be aware that other request may have been made for the same booth space, especially for popular locations. The decision of CMA with respect to allocation of booth space will be final and binding upon all exhibitors.

**Floor plan:** All measurements shown on the floor plan have been drawn as accurately as possible but CMA reserves the right to make such modifications as may be needed, making equitable adjustments with the exhibitors affected thereby.

**Eligibility for Exhibiting:** Participation in the Canadian Marketing Association National Convention & Trade Show is open to all member companies and their representatives. Non-members may exhibit at a higher booth rental fee upon availability of space. Services/products exhibited by a company must be industry related. CMA reserves the right to reject any application. CMA reserves the right to remove, prior to or during the show, any exhibitor who violates the provisions of this agreement or any other rules or regulations of the National Convention & Trade Show and the Ottawa Congress Centre.

**Assignment or Transferability:** Exhibitors may not assign or sublet any space allotted to them. No person, firm, or organization not having contracted with CMA for the occupancy of space at the exhibit will be permitted to display or demonstrate their products, processes or services, nor may this agreement be transferred or assigned without written consent of CMA.

**Payment:** Exhibitor booth applications must be accompanied with deposit (see fee schedule). Balance of payment is due by March 1, 2007. Show management reserves the right to refuse entry to any exhibitor whose account has not been paid.

**Booth Cancellations:** Deposits are non-refundable. No refunds will be given after March 1, 2007. Withdrawal by an exhibitor will not be accepted unless written notice of such withdrawal has been received by CMA.

**Booth Equipment and Services:** The following equipment and services will be provided: side and backdrops, area guard service, general aisle carpet cleaning, general area lighting. CMA requires all exhibitors to carpet their entire booth space.

**Contractor Service Information:** Complete information instructions and schedules or prices regarding available services for drayage, labour for erecting and dismantling exhibitor displays or for installing electrical work, furniture, booth cleaning, telephone services, etc. will be included in the exhibitors' information kit.

**Booth Construction and Arrangement:** Booths/exhibits will be constructed at the expense of the exhibitor. CMA will only provide a draped booth that will be arranged in accordance with the floor plan included with this agreement. CMA reserves the right to alter the floor plan if necessary to enhance the exhibit or comply with building, fire, safety, municipal, or other codes.

**Booth Personnel:** Exhibit booths must be staffed during the stated exhibit hall hours by qualified employees of the exhibitor.

**Display Rules and Regulations:** For all booth types, exhibit booth is considered to be contained in the space as contracted, to the maximum heights stated. The exhibit hall ceiling may be used for suspension of pre-approved display only. No ceiling projection will be allowed. No display material exposing an unfinished surface to nearby booths will be permitted. Displays must be contained within the assigned booth spaces in such a way that they do not interfere with other exhibitors' displays. Canvassing or distributing advertising matter outside of the exhibitor's rented space is not permitted and is grounds for removal from the exhibit hall, and company may be excluded from future CMA events.

All exhibits must conform strictly to the Exhibit Rules and Regulations. CMA also reserves the right to make any modifications to these displays, at exhibitors' expense, so that the exhibit conforms to the Exhibit Rules and Regulations. CMA reserves the sole right to prohibit and require immediate cessation of any activity of distribution which, in CMA's sole discretion, is determined not to conform as aforesaid. CMA will provide advance approval of activities and items upon request of an exhibitor. The CMA's decision to prohibit and require cessation of any activity will be in the sole and exclusive discretion of CMA and will be final. The rights and benefits hereunder are personal to exhibitor and may not be assigned without the express written consent of CMA.

CMA reserves the right to restrict, prohibit or remove any exhibit which, in the sole opinion of CMA, may detract from the general character of the exhibition or be considered objectionable to the National Convention & Trade Show as a whole. Restrictions include, but are not limited to, articles, conduct and printed matter. CMA reserves the right to restrict exhibits which are objectionable due to noise, glaring or flashing lights, and methods of operation. In the event of such restriction or removal, CMA will have no liability therefore, nor will it refund any amount paid hereunder.

**Events, Receptions, Off-site Promotions, etc.:** No exhibitor events, receptions, promotions, or similar activities may be conducted during the hours of the exhibition or do anything that, in the judgment of the Show management, will in any way interfere with or compete for the exhibition attendees while the show is in progress.

**Installation and Dismantling of Exhibits:** Set-up/Move in for Exhibitors with multiple booths will be Sunday, May 13, 2007 from 1:00 p.m. – 5:00 p.m. Set-up/Move in for exhibitors with single/double booths will be Monday, May 14 from 8:00 a.m. – 2:00 p.m. Dismantling will not start until 1:00 p.m. on Wednesday, May 16.

**Storage Boxes and Crates:** Exhibitors will not be permitted to store boxes or packing crates in or behind booths. Boxes and crates will be placed in storage if they are properly labeled for storage. Those not so labeled will be removed and destroyed for refuse. Storage is available by contract with the show provider Lange.

**Care of Exhibit Space and Premises:** The exhibitor, at his/her own expenses, shall install carpet in his/her exhibit space, shall take good care of his/her exhibit space, not deface or mar said premises, and will keep and maintain the aforesaid premises in good order at all times. Decorations may not be taped, nailed, tacked, or otherwise fastened to the painted surfaces, columns, fabrics, or walls. Banners may be rigged from the ceiling; however, banners of significant weight must be approved in advance through Lange. Exhibitors may not distribute adhesive backed decals/stickers inside the exhibit hall or on the premises. Distribution of food and beverages by the exhibitor in the exhibit hall is prohibited unless authorized by CMA.

**Giveaways/Prize Drawings:** Samples, catalogues, pamphlets, souvenirs, etc. may be distributed by exhibitors and booth personnel within their booth. Exhibitors interested in conducting prize drawings, awards for signing of names, address, etc. are responsible for complying with all applicable laws. Exhibitors must also submit their intention in writing and receive written approval from CMA prior to publishing advertisements, or any other such giveaway of prize drawing. No announcements of prize draws will take place in the Exhibit Hall.

**Compliance:** Exhibitor assumes all responsibility for compliance with, and agrees to comply with all applicable local 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 CMA National Convention & Trade Show is held. Cloth decorations must be flameproof and wiring must comply with the fire department and insurance underwriters' rules.

**Limitation of Liability:** CMA is not responsible for any loss, theft or damage to the property of the exhibitor, his/her or its employees or representatives. Further, CMA will not be liable for damage or injury to persons or property from any cause whatsoever by reason of the use or occupancy of the booth space or the participation in the CMA National Convention & Trade Show by the exhibitor. The exhibitor assumes entire responsibility for and hereby agrees to protect, indemnify, defend and save CMA, Lange Transportation and the Ottawa Congress Centre and their employees, agents, harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorneys' 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 any such liability caused by the sole negligence of CMA, Lange Transportation or the Ottawa Congress Centre and their employees and agents.

**Insurance:** The exhibitor acknowledges that CMA and the Ottawa Congress Centre do not maintain insurance covering the exhibitors' 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.

**Termination of Meeting:** In the event that the premises where the CMA National Convention & Trade Show is to be held shall, in the sole opinion of CMA, become unfit or unavailable for occupancy, or shall be substantially interfered with, by reason of picketing, strike, embargo, injunction, act of war, act of God, fire or state or federal governmental agency or by reason of any other occurrence beyond the control of CMA, CMA may cancel or terminate exhibition. In the event of such cancellation or termination, the exhibitor waives any and all claims the exhibitor may have against CMA for damages and expenses and agrees to accept in complete settlement and discharge of all claims against CMA the exhibitor's pro-rated share of the total amount paid by all exhibitors less all costs and expenses incurred by CMA in connection with the CMA National Convention & Trade Show including a reserve for future claims and expenses in connection therewith.

**Exhibitor Loss:** CMA shall not be in any way liable or responsible for the loss or disappearance, by theft or otherwise, of any object, items, goods or materials whether personal or commercial property, from exhibitor's booth space or from the exhibit hall; except for such loss or disappearance is due to intentional and tortious theft committed by the employees of CMA. CMA and the Ottawa Congress Centre may provide certain security services including the providing of advice on security measures to be taken, as a convenience to exhibitors, however, neither the providing of or failure to provide such services, nor the failure of security guards to prevent the theft or loss of property, shall be grounds for holding either CMA or the Ottawa Congress Centre liable for any related loss, damage, or claim. Responsibility for the security of an exhibitor's area, product and property rests solely with the exhibitor.

**Amendment to Contract Regulation:** Any and all points not covered specifically are subject to the discretion of CMA. CMA may, in its sole discretion, make reasonable changes, amendments or additions to Exhibit Terms & Conditions. Any such changes shall be binding on exhibitor equally with the other regulations contained herein.

**Agreement:** By signing the space application form and incorporating these terms by reference, the exhibitor agrees to abide by these rules and regulations, and those of the Ottawa Congress Centre and by the decisions of CMA. This agreement will become binding on both the exhibitor and CMA upon its acceptance by CMA.