



# ROOFTech

**APRIL 16 & 17, 2019**  
Palais des congrès de Montréal

## Sponsorship & Exhibiting Opportunities

ROOFTECH.CA



QUEBEC  
MASTER ROOFERS  
ASSOCIATION

**informa**  
exhibitions

## 2019 Palais des congrès de Montréal - April 16 & 17

### Canada's #1 Exposition & Educational Forum on Roofing Systems & Technologies

Produced by Informa Exhibitions and curated by the Canadian Roofing Contractors Association, ROOFTech provides an unforgettable and interactive experience on all aspects of roofing.

Increase your market share and position your company as a leader in the industry by booking your exhibit space to connect with 1,500 architects, building inspectors, contractors, engineers, property managers, roofing consultants, specifiers and other industry professionals. Our competitive and evolving marketplace requires face-to-face meetings to gain insights and explore new products and innovations.

Through live demonstrations, expert led discussions and in-booth engagement, attendees will see first-hand the latest products, solutions and technologies from leading suppliers on the six major types of roof assemblies.

Join us for two days of discovery and learning in the heart of Montréal!

### Dates & Times

#### Exhibit Hours

Tues. Apr. 16 10 am to 4 pm  
Wed. Apr. 17 10 am to 4 pm

#### Move-in

Mon. Apr. 15 10 am to 8 pm

#### Move-out

Wed. Apr. 17 4 pm to 8 pm



## Exhibit Space Information

### Booth Sizes

- Booths sizes are 10' x 10' standard, 10' x 20' or 20' x 20' island. Larger areas are available for bulk equipment.

\* Please refer to the floorplan on page 7

### Exhibit Rates (Please Add Applicable QST & GST)

#### Until July 15, 2018

CRCA Members	\$22.00 per sq.ft.
Non Members	\$27.00 per sq.ft.
Bulk Equipment	\$17.00 per sq.ft.

*CRCA members and past exhibitors will have the **first option** on prime exhibit space until July 15, 2018.*

#### After July 16, 2018

CRCA Members	\$24.00 per sq.ft.
Non Members	\$29.00 per sq.ft.
Bulk Equipment	\$19.00 per sq.ft.

### Included With Your Space

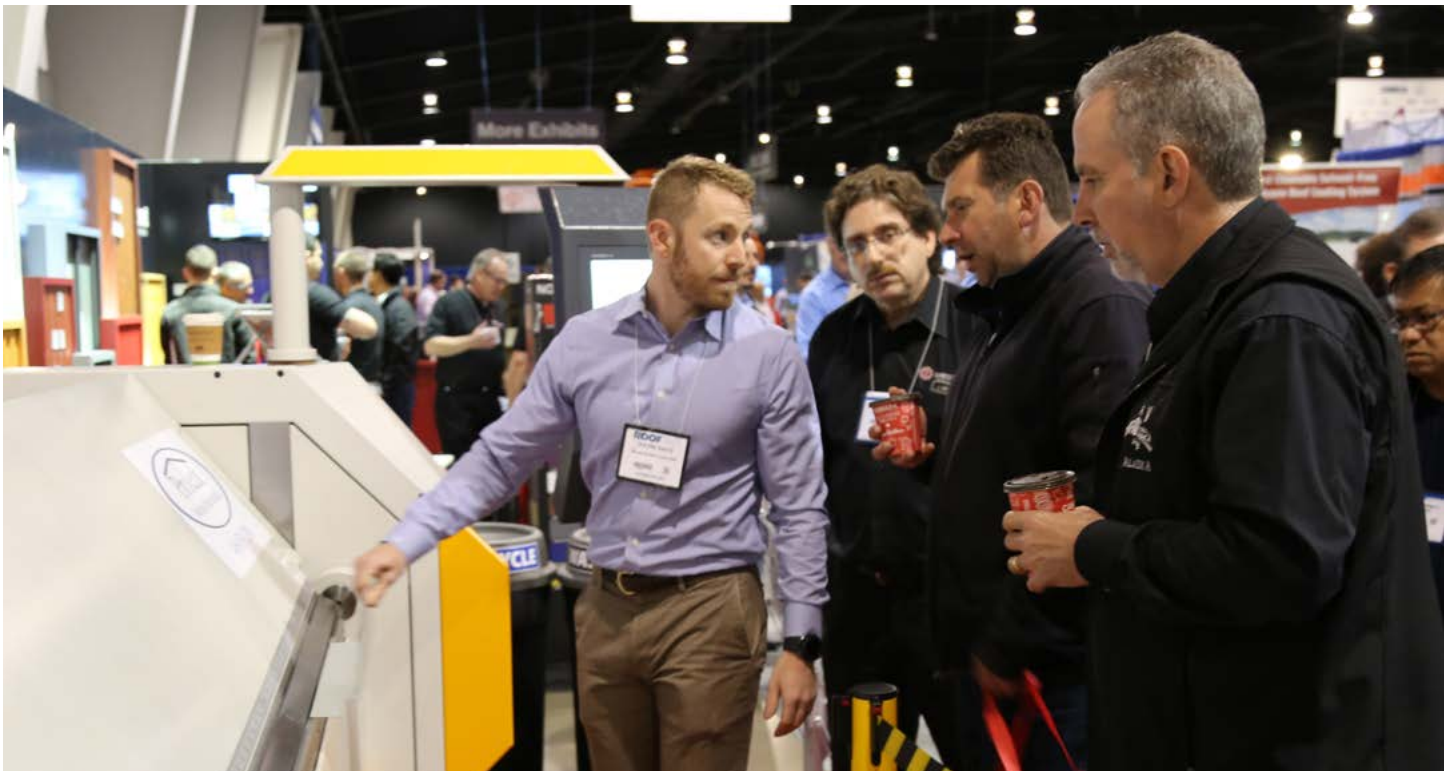
- Draped side and back walls
- Corner booth at no extra charge (while supply lasts)
- 24 hour security
- Unlimited digital invites to send to prospective and existing clients
- Unlimited supply of badges for your booth staff
- Corporate listing and description in official show guide
- Link to your company webpage on the ROOFTech website
- Easy move-in and move-out

### Payment Terms

- 50% due with contract
- 50% due January 1, 2019

### For Information on Exhibiting or Sponsorships

Call 1-800-461-2722 or email [crca@roofingcanada.com](mailto:crca@roofingcanada.com)



## Sponsorship Opportunities

### Platinum: Attendee Registration - \$7,500

As the registration sponsor, your company will receive plenty of brand exposure including recognition on the online registration system and signage at registration.

#### Pre-Show Exposure

##### National Print & Digital Advertising

Your corporate logo:

- Dedicated pre-show emails promoting ROOFTech
- Dedicated email to pre-registered attendees
- Pre-show guide in Roofing Canada Magazine
- Digital invitations
- Online registration system
- Attendee confirmation email and print at home badges
- All attendee badges

##### Websites

Your corporate logo:

- ROOFTech and TOITech websites rotating sponsor bar
- Detailed sponsor page with a direct link to your corporate website

#### At-Show Exposure

##### Signage

- Enhanced brand placement with prominent signage on the registration kiosks and on sponsor signage throughout the Show
- Your corporate logo and booth number on aisle signage

##### Show Guide

- Your corporate logo in the ROOFTech Show Guide

#### Post-Show Exposure

##### Attendee Database

- Delivery of the ROOFTech 2019 database of attendees by June 15, 2019 (does not include email addresses).

##### Websites

- Your corporate logo and profile posted on the ROOFTech & TOITech websites for twelve months after the event

### Platinum: Lounge - \$7,500

Explore new ways of connecting with your desired audience as they check their emails, conduct meetings and relax in your branded lounge on the Show Floor.

#### Pre-Show Exposure

##### National Print & Digital Advertising

Your corporate logo:

- Dedicated pre-show emails promoting ROOFTech
- Dedicated email to pre-registered attendees
- Pre-show guide in Roofing Canada Magazine
- Digital invitations
- Online registration system
- Attendee confirmation email and print at home badges
- All attendee badges

##### Websites

Your corporate logo:

- ROOFTech and TOITech websites rotating sponsor bar
- Detailed sponsor page with a direct link to your corporate website

#### At-Show Exposure

##### Networking Lounge

- Branded networking lounge in a high-traffic area on the Show Floor

##### Signage

- Enhanced brand placement with prominent signage throughout the lounge and on sponsor signage throughout the show
- Your corporate logo and booth number on aisle signage

##### Show Guide

- Your corporate logo in the ROOFTech Show Guide

#### Post-Show Exposure

##### Attendee Database

- Delivery of the ROOFTech 2019 database of attendees by June 15, 2019 (does not include email addresses)

##### Websites

- Your corporate logo and profile posted on the ROOFTech & TOITech websites for twelve months after the event



## Sponsorship Opportunities

### Platinum: Lead Demonstration - \$7,500

Host the ROOFTech demonstration area on the Show Floor where the latest products, solutions and technologies will be showcased by leading suppliers.

#### Pre-Show Exposure

##### National Print & Digital Advertising

Your corporate logo:

- Dedicated pre-show emails promoting ROOFTech
- Dedicated email to pre-registered attendees
- Pre-show guide in Roofing Canada Magazine
- Digital invitations
- Online registration system
- Attendee confirmation email and print at home badges
- All attendee badges

##### Websites

Your corporate logo:

- ROOFTech and TOITech websites rotating sponsor bar
- Detailed sponsor page with a direct link to your corporate website

#### At-Show Exposure

##### Demonstration Area

- Verbal acknowledgement of your company as Lead Sponsor throughout the demonstrations

##### Signage

- Enhanced brand placement with prominent signage throughout demo area and on sponsor signage throughout the Show
- Your company featured as the lead host on the large overhanging demo banner and directional signage
- Your corporate logo and booth number on aisle signage

##### Show Guide

- Your corporate logo in the ROOFTech Show Guide

#### Post-Show Exposure

##### Attendee Database

- Delivery of the ROOFTech 2019 database of attendees by June 15, 2019 (does not include email addresses)

##### Websites

- Your corporate logo and profile posted on the ROOFTech & TOITech websites for twelve months after the event

### Gold: Networking Receptions - \$6,000

Be the host of all attendees, speakers, exhibitors and guests at our networking receptions on the Show Floor.

#### Pre-Show Exposure

##### National Print & Digital Advertising

Your corporate logo:

- Dedicated pre-show emails promoting ROOFTech
- Dedicated email to pre-registered attendees
- Pre-show guide in Roofing Canada Magazine
- Digital invitations

##### Websites

Your corporate logo:

- ROOFTech and TOITech websites rotating sponsor bar
- Detailed sponsor page with a direct link to your corporate website

#### At-Show Exposure

##### Drink Tickets

- Logo displayed on complimentary refreshment tickets for your company to distribute onsite as well as show management to distribute to attendees.

##### Signage

- Your corporate logo prominently displayed on signage at designated refreshment stations
- Your corporate logo and booth number on aisle signage

##### Show Guide

- Your corporate logo in the ROOFTech Show Guide

#### Post-Show Exposure

##### Attendee Database

- Delivery of the ROOFTech 2019 database of attendees by June 15, 2019 (does not include email addresses)

##### Websites

- Your corporate logo and profile posted on the ROOFTech & TOITech websites for twelve months after the event

# Sponsorship Opportunities

## Gold: Lanyard - \$6,000

Receive high visibility by showcasing your brand on lanyards handed out to all attendees entering the Show Floor.

### Pre-Show Exposure

#### National Print & Digital Advertising

Your corporate logo:

- Dedicated pre-show emails promoting ROOFTech
- Dedicated email to pre-registered attendees
- Pre-show guide in Roofing Canada Magazine
- Digital invitations

#### Websites

Your corporate logo:

- ROOFTech and TOITech websites rotating sponsor bar
- Detailed sponsor page with a direct link to your corporate website

### At-Show Exposure

#### Lanyards

- Your corporate logo will be displayed on lanyards handed out to attendees at registration

#### Signage

- Sponsor signage throughout the Show
- Your corporate logo and booth number on aisle signage

#### Show Guide

- Your corporate logo in the ROOFTech Show Guide

### Post-Show Exposure

#### Attendee Database

- Delivery of the ROOFTech 2019 database of attendees by June 15, 2019 (does not include email addresses)

#### Websites

- Your corporate logo and profile posted on the ROOFTech & TOITech websites for twelve months after the event

## Gold: Delegate Bag - \$6,000

Receive high visibility by showcasing your brand on bags handed out to all attendees entering the Show Floor.

### Pre-Show Exposure

#### National Print & Digital Advertising

Your corporate logo:

- Dedicated pre-show emails promoting ROOFTech
- Dedicated email to pre-registered attendees
- Pre-show guide in Roofing Canada Magazine
- Digital invitations

#### Websites

Your corporate logo:

- ROOFTech and TOITech websites rotating sponsor bar
- Detailed sponsor page with a direct link to your corporate website

### At-Show Exposure

#### Delegate Bags

- Your corporate logo will be displayed on bags handed out to attendees at registration

#### Signage

- Sponsor signage throughout the Show
- Your corporate logo and booth number on aisle signage

#### Show Guide

- Your corporate logo in the ROOFTech Show Guide

### Post-Show Exposure

#### Attendee Database

- Delivery of the ROOFTech 2019 database of attendees by June 15, 2019 (does not include email addresses)

#### Websites

- Your corporate logo and profile posted on the ROOFTech & TOITech websites for twelve months after the event

# Sponsorship Opportunities

## Silver: Coffee - \$4,500

Expand your reach by showcasing your brand before, during and after the Show.

### Pre-Show Exposure

#### National Print & Digital Advertising

Your corporate logo:

- Pre-show guide in Roofing Canada Magazine
- Digital invitations

#### Websites

Your corporate logo:

- ROOFTech and TOITech websites rotating sponsor bar
- Detailed sponsor page with a direct link to your corporate website

### At-Show Exposure

#### Signage

- Sponsor signage throughout the Show and at coffee station
- Your corporate logo and booth number on aisle signage

#### Show Guide

- Your corporate logo in the ROOFTech Show Guide

### Post-Show Exposure

#### Website

- Your corporate logo and profile posted on the ROOFTech & TOITech websites for twelve months after the event

## Bronze: Seminar - \$3,000

Position your company as an expert in your field by hosting an educational seminar delivered to a live audience.

### Pre-Show Exposure

#### National Print & Digital Advertising

Your corporate logo:

- Pre-show guide in Roofing Canada Magazine
- Digital invitations

#### Websites

Your corporate logo:

- ROOFTech and TOITech websites rotating sponsor bar
- Detailed sponsor page with a direct link to your corporate website

### At-Show Exposure

#### Seminar Exposure

- Moderator of seminar to acknowledge and thank your company for sponsoring the seminar and indicating your location on the show floor
- Your corporate logo prominently displayed on signage outside and inside the seminar room

#### Signage

- Sponsor signage throughout the Show

#### Show Guide

- Your corporate logo in the ROOFTech Show Guide

### Post-Show Exposure

#### Website

- Your corporate logo and profile posted on the ROOFTech & TOITech websites for twelve months after the event







# Exhibitor Contract

## 1. Agreement made between

Name	Company
Address	City
Province	Postal Code
Telephone	Fax
Email	
Website	
(hereinafter "Exhibitor") and the Canadian Roofing Contractors Association (hereinafter "Management")	Date

## 2. Exhibit Rates

1st Choice (Booth Number)	2nd Choice (Booth Number)	3rd Choice (Booth Number)
Space Required	Rate / sq.ft. = \$	
Space Required	Rate / sq.ft. = \$	
QST/GST \$		
Total \$		

### Exhibit Rates (Please Add Applicable QST & GST)

#### Until July 15, 2018

CRCA Members	\$22.00 per sq.ft.
Non Members	\$27.00 per sq.ft.
Bulk Equipment	\$17.00 per sq.ft.

*CRCA members and past exhibitors will have the first option on prime exhibit space until July 15, 2018.*

#### After July 16, 2018

CRCA Members	\$24.00 per sq.ft.
Non Members	\$29.00 per sq.ft.
Bulk Equipment	\$19.00 per sq.ft.

### Payment Terms

- 50% due with contract
- 50% due January 1, 2019
- Payment to be made to: INFORMA CANADA INC.  
20 Eglinton Ave. West Suite #1200 Toronto, ON, M4R 1K8  
PO Box 2055
- Payments can be made by cheque or credit card

### Interested in Sponsoring?

Please check the appropriate boxes

Platinum Attendee Registration	\$7,500
Platinum Lounge	\$7,500
Platinum Demo	\$7,500
Gold Networking Receptions	\$6,000
Gold Lanyard	\$6,000
Gold Delegate Bag	\$6,000
Silver Coffee	\$4,500
Bronze Seminar	\$3,000

## Exhibitor Contract

### 3. Contact Person for Your Exhibit

Name	Company
Address	City
Province	Postal Code
Telephone	Fax
Email	

### 4. Show Listing

Please state the name of your organization as it should be listed in any Show listing:

In a maximum 50 words, briefly describe the products, projects or services that you will be exhibiting at the Show.  
Use separate sheet if necessary. (Please enclose brochures to provide additional information)

### 5. Booth Requirements

- EXHIBITOR agrees to carry a minimum of \$5 million commercial general liability insurance naming Informa Canada Inc. and Canadian Roofing Contractors Association and Palais des congrès de Montréal as additional insured for the duration of the Show including move-in and move-out. A show insurance package (\$179) will be available for purchase if your company does not have the required coverage.
- CARPETING is mandatory and must cover the total square footage of space reserved (unless your booth space is Heavy Equipment). This is the responsibility of the EXHIBITOR unless otherwise approved by Management. The Exhibitor is free to bring their own carpet or may rent one from the appointed Show Decorator.
- EXHIBITOR must comply with the legislation contained in the Act Respecting Occupational Health and Safety governed by The Commission de la santé et de la sécurité du travail (CSST). All exhibitors are required to submit the Health and Safety Declaration form prior to move-in.

### 6. Acceptance of Contract

By	Title
Signature	Date
Office Use only: DO NOT WRITE Space Assigned: Accepted for ROOFTech by:	Email your signed contract to the "Canadian Roofing Contractors Association" office at <a href="mailto:crca@roofingcanada.com">crca@roofingcanada.com</a> or fax to (613) 232-2893 Questions? Visit the ROOFTech website: <a href="http://www.ROOFTech.ca">www.ROOFTech.ca</a>

# Terms & Conditions

In this document, the term "Exhibitor" means the signatory of this application and includes all employees or agents of such, and the term "Show" means that exhibition/show described on the reverse hereof and the term "Management" means Informa Canada, Inc.

Amendment and Agreement to the Rules: Any matters not specifically covered within this contract shall be subject to the sole and absolute decision of Management. The Exhibitor and their employees agree to abide by the following rules and by any amendments that may be put into effect by Management. All amendments so made shall be binding on Exhibitor equally with the following conditions.

Principal Purpose: The "Principal Purpose" of the Show is to stimulate interest in and demand for industry products, in general. No Exhibitors shall engage in any activity inconsistent with the Principal Purpose.

## Insurance & Liability

Damage to Property: Exhibitor is solely liable for any damage caused by him/it or his/its representatives to building floors, walls, or columns, or to standard booth equipment or to the property of other Exhibitors. Exhibitor may not apply paint, lacquer, adhesive or other coating to building columns and floors or to standard booth equipment.

Insurance and Liability: Commercial General Liability insurance is the responsibility of the Exhibitor naming Informa Canada Inc., CRCA and Palais des congrès de Montréal as additional insured with limits of liability of at least \$5,000,000.00, adequate coverage for their own personnel, exhibits and materials against all such hazards. Management assumes no risk, and by acceptance of this Agreement, the Exhibitor expressly releases Management of and from any and all liability for personal and property damages, loss of goods by fire, theft, damage or destruction and from any injury to himself or employees while in the Show quarters. The Exhibitor agrees to hold Management harmless for damage to Exhibitor from any cause whatsoever or from any action of any nature by Management, including damage to their business by reason of failure to provide space for their exhibit or, failure to hold the Show as scheduled, except as provided herein. The Exhibitor further agrees to indemnify and hold Management harmless from all liability arising from the acts of Exhibitor, its employees and agents. To assist Exhibitors who do not have the required coverage, Management has secured a Show package. Please see online exhibitor manual information for Show package details.

## Health & Safety

Age Restrictions: No one under the age of 16 will be permitted into the exhibit hall during move in & move out.

Occupational Health & Safety Compliance: Exhibitor will conduct all business at the Show in accordance to the Provincial Occupational Health & Safety Act outlined by the CSST and accepts full responsibility for compliance with federal, provincial and municipal regulations in the provision and maintenance of adequate safety devices and conditions for the operation of machinery and equipment.

Floor Load: Under no circumstances may the weight of any equipment or exhibit material exceed the hall's maximum floor load of 1464 kg/m<sup>2</sup>. Exhibitor accepts full and sole responsibility for any injury or damage to property or person resulting from failure, knowingly or otherwise, to distribute the load of their exhibit material in strict conformity with the maximum floor load specifications.

Inflammable Materials: No inflammable fluids, or materials of any nature, including decorative materials, use of which materials is prohibited by federal, provincial, or municipal fire regulations, may be used at the show.

Ladders & Rigging: When working higher than 10 ft., ladders must be tied off and appropriate rigging equipment worn. All safety equipment, materials and protective devices must be provided in good condition by Exhibitor.

Noise Levels: Maximum 80db. reading on the "A" scale of a sound level meter may be read at the aisle(s) space adjacent to their booth or measured at a neighbouring booth in an area bordering that of the sound equipment user. Such sound is in violation of these standards or is otherwise objectionable. Management may require reduction of sound level or elimination.

Personal Protective Equipment: CSA approved (or equivalent) steel toed boots/shoes must be worn during move-in and move-out. CSA approved (or equivalent) hard hats must be worn in booths where overhead work is being done. Other protective equipment (such as gloves, safety glasses, etc.) must be worn wherever exposure to injury is possible according to the CSST.

## General

Alcoholic Beverages: Outside alcohol in the Show area by Exhibitor is strictly prohibited.

Allocation of Space Contract: A contract shall arise between Management and Exhibitor including these conditions which is subject to variation in space allotted. The relationship of licensor and licensee shall immediately arise and continue between Management and Exhibitor in respect of the provision of booth space. In case of the non-payment of any sum due or any breach or non-observance of any of these conditions by Exhibitor, Management shall have full right to revoke Exhibitor's license to the provided booth space and to re-enter upon the allotted space and may remove and exclude Exhibitor without prejudice to recovering all monies payable hereunder, all other claims against him and damages sustained by Management.

Booth Representatives: Exhibitor booth representatives shall be restricted to employees of exhibiting companies, or their representatives, and shall at all times wear "EXHIBITOR" badge identification furnished by Management. Management may limit the number of booth representatives at any time. All Exhibitor's company personnel other than those working in booth are to register as attendees at the Show.

Cancellation and Relocation Policy: Management shall in no event be required to make any rebate or refund to Exhibitor in connection with any cancellation of this Agreement. Management reserves the right to relocate Exhibitor in a space other than specified herein. A change in location or commitment shall not relieve Exhibitor of their obligations hereunder. Exhibitor is required to make full payment on all contracted booth space and cancellation of booth space does not relieve Exhibitor of their obligations.

Decoration: Management shall have full discretion and authority of all items displayed by Exhibitor, and may require the replacing, rearrangement, or redecorating of any item or of any booth which Management deems inconsistent with the Principal Purpose of the Show or inappropriate for any other reason and no liability shall attach to Management for costs that may devolve upon Exhibitor hereby.

Displays: Exhibitors with exhibit space 400 sq ft or larger must submit full details of booth layout including dimension to Management no later than one (1) month in advance of Show date in order to secure written approval prior to move-in. Exhibit space needs to be fully operational and staffed for full duration of Show hours. Please see online exhibitor manual for more detail.

Eligible Exhibits: Management has sole and absolute right to determine the eligibility of any company or product for inclusion in the Show.

Failure to Hold the Show: Should any contingency prevent holding of the Show, the Agreement shall terminate, and Exhibitor hereby waives any claim for damages or compensation and neither party shall have any further obligations as against the other, except that Management shall refund to Exhibitor the amounts paid under the Agreement, less a pro rata share of Management's actual expenses incurred in connection with the Show. Said pro rata share of Management's actual expenses is to be determined on the basis of the number of square feet of floor space assigned to Exhibitor in relation to the number of square feet of floor space assigned to all other Exhibitors at the Show under similar contracts with Management.

## Terms & Conditions Cont'

**Lighting and Electrical:** Unless stated in the contract, all lighting, electrical wiring and outlets shall be at Exhibitor's sole cost and expense. All operating electrical equipment or apparatus used in, or exhibited for sale in Canada, must have C.S.A. or equivalent Quebec approval. Any electrical equipment that is being displayed or offered for sales must be certified by the Standards Council of Canada. Any exhibitors with unapproved equipment that they wish to display but not connect or provide electricity to must complete the applications for Permission to Show.

**Obstruction of Aisles or Booths:** Any demonstration or activity that results in excess obstruction of aisles or prevents ready access to nearby exhibitors' booths shall be suspended for any periods specified by Management.

**Rejected Displays:** Exhibitor agrees that their exhibit shall be admitted and shall remain from day to day solely on strict compliance with the rules herein set forth. Management reserves the right to reject, eject, or prohibit any exhibit in whole or in part, or Exhibitor or his representatives, with or without giving cause. If cause is not given, Management's liability shall not exceed the return to Exhibitor of the amount of rental unearned at the time of ejection. If an exhibit or Exhibitor is ejected for violation of these rules or for other stated reasons, no return shall be made and Management shall have no liability in respect of such ejection.

**Removal of Exhibit:** Exhibitor agrees that no displays may be dismantled or goods removed during the entire run of the Show but must remain intact until the closing hour of the last day. Exhibitor also agrees to remove the exhibit, equipment and appurtenances from the Show building by the end of the official move-out period, or in the event of failure to do so, the Exhibitor agrees to pay for such additional costs as may be incurred. Show Management reserves the right to remove, store or dispose of the exhibit as it sees fit without liability.

**Signs/Sign Copy, Illumination:** Prior approval must be secured from show management no later than one (1) month prior to the show. Flags and balloons of any kind will NOT be permitted on the show floor. Electric flashers or signs involving the use of Neon or similar cases are prohibited. Should the wording on any sign or area in Exhibitor's booth be deemed by Management to be contrary in any way to the best interests of the Show, Exhibitor shall make such changes as are requested by Management. All signage copy and graphics including company name and logos must only be visible from within Exhibitor's booth space and cannot be displayed on the sides or back of the booth.

**Sub-Licensing and Default in Occupancy:** Exhibitor may not sublet his/its space, nor any part thereof, nor exhibit, offer for sale, give as a premium, or advertise articles not manufactured or sold in their own name, except where such articles are required for the proper demonstration or operation of Exhibitor's display, in which case identification of such articles shall be limited to the regular nameplate, imprint, or other identification which in standard practice appears normally on them. Exhibitor may not permit, in their booth, non-exhibiting companies' representatives, unless approved in advance by Management. Exhibitor failing to occupy space contracted for is not relieved of the obligation of paying the full rental of such space. If not occupied by the time set for completion of installation of displays, such space may be possessed by Management (without any costs therefore) and re-allocated or assigned for such purposes as it may, in its sole and absolute discretion, see fit.

**Canadian Anti-Spam Legislation:** Recently enacted Anti-Spam Legislation requires that we secure your express consent to allow third party vendors of the Show to contact you directly via email in order to make arrangements for your participation at the Show. Such express consent will only allow these authorized service providers to contact you in connection with services related directly to your participation in this Show. Receipt of your express consent to receive commercial electronic communications from these suppliers is a condition to CRCA accepting your Application. By signing you are indicating that you consent to receive such commercial communications. You understand that your consent to receive such communications can be withdrawn at any time by indicating to the supplier your desire to be removed from the contact list.

### Required Approvals

**Admittance-Non-Show Hours:** Booth representatives will be permitted to enter the Show two hours before the opening time on day 1 and one hour before the opening time on day 2. Exhibitors will be permitted to remain in the Show one hour after closing each night, with the exception of the final night at which point exhibitors are required to be off Show floor by 8:00pm. Exhibitors requiring additional time must secure written authorization from Management one (1) month prior to the Show.

**Demonstrations:** Exhibitors wishing to conduct demonstrations within their booth space must submit a proposal in writing to Management at least one (1) month prior to the first day of move-in. Only those demonstrations that have been approved in writing by Management will be permitted to be conducted on the Show floor. Management shall be the sole arbiter of acceptability of demonstrations and may require the onsite modification or stoppage of any demonstration.

**Floor Covering:** Exhibitors must cover the entire floor space of their booth with carpet. Use of other material for floor covering (wood flooring, tile, etc.) must be approved by management in writing no later than one (1) month prior to the Show.

**Promotional Materials:** Samples, souvenirs, publications, etc., may be distributed by Exhibitor only from within their contracted booth space. The distribution of any article that interferes with the activities in or obstructs access to neighbouring booths, or that impedes aisles, is prohibited. No article containing any product other than the product or material made or processed or used by Exhibitor in or as the product or service he/it sells, may be distributed except by prior written permission of Management. No signs shall be displayed nor shall public announcements be made concerning sales, prices or conditions of sale unless prior written approval has been given by Management.

**Promotions:** Sales promotions and the operation of any recreational pastime by Exhibitors in conjunction with display must receive written approval from Management one (1) month prior to Show. All promotions must comply with any existing government regulations.

**Regulations Governing Displays:** By signing this exhibitor contract you agree to the Show's regulations governing displays. Any breach of the regulations may result in forfeiture from the Show at the Exhibitor's expense and/or may affect participation in future Shows. If you have a common wall with another exhibitor (back wall/side wall), display material of any nature (including but not limited to signs, logos, show cases, display/storage cabinets, electrical fixtures, wires, conduits, etc.) must be placed at or below the maximum height not exceeding eight (8) feet from the building floor. Side walls (optional) must not exceed eight (8) feet in height for the first five (5) feet from the back wall and must drop down to four (4) feet for the remaining five (5) feet to the aisle. Side walls MUST be finished on both sides - so as not to be unsightly to exhibitors in adjoining booths. If such walls remain unfinished 3 hours prior to show opening, management shall have the right to authorize the official decorator to affect the necessary finishing at the exhibitor's sole cost and expense. Peninsula booths and island booths must also follow the Show's Booth Regulations as found in the exhibitor manual. Booth Regulations are firm unless otherwise authorized by Management in writing no later than one (1) month prior to the Show. Exhibitors with exhibit space 400 square feet or larger MUST submit full details of booth layout including dimensions to Management for approval no later than one (1) month prior to the Show. Exhibit space needs to be fully operational and staffed for the duration of the Show hours. Please see exhibitor manual online or ask your sales director for more information.

**Sales On Show Floor:** Without prior written permission, retail sales, or the sale of any goods to be carried away, are prohibited on the Show floor. There are no restrictions on taking of wholesale orders.