



## Invitation to Trade Show Exhibitors

The CAFE Trade Show is being organized by the Canadian Association of Fairs and Exhibitions with our gracious host the Western Fair Association.

The Trade Show will be held on Friday, Nov. 18, 2011, during the CAFE Convention at the London Hilton in London, Ontario, November 16 - 19, 2011. Delegates attend this national convention representing Fairs and Exhibitions from across Canada, making this a great opportunity for your group.

The CAFE Convention provides an excellent opportunity for professionals from across the industry to meet and to interact. This is truly an all-encompassing, national fair and exhibition convention that will showcase the ever-increasing variety of skills, knowledge, products and services that makes our industry great.



### Don't Forget!

**Your regular member delegate registration entitles you to one trade show booth at no extra cost (excluding electricity). A second representative from your organization can come for at a reduced rate if helping at your booth. This includes all member delegates including Fairs, Provincial Associations, Service Members, and Associate Members.**

Canadian  
Association of Fairs  
and Exhibitions



Association  
canadienne des  
foires et expositions

For more information: [www.canadian-fairs.ca](http://www.canadian-fairs.ca) or call 1-800-663-1714 or email [mavis@canadian-fairs.ca](mailto:mavis@canadian-fairs.ca)



# Opening OUR doors to the World

85th Annual CAFE Convention • November 16 - 19, 2011 • London Hilton • London, ON

## Trade Show Exhibitor Information

**Thank you for becoming a Trade Show Exhibitor!**  
The trade show program provides you with the opportunity to highlight your products and services or organization to professionals from across the Canadian Fair and Exhibition Industry!

**Booths are filled on a first come, first served basis, so book early.**

### Dates to Remember

**September 5 - Program Information Due**

**September 5 - Refund Deadline**

**\* Note that there will be a \$120 admin charge applied to Trade Show Booth cancellations after this date.**

### Exhibit Schedule

#### Move-In

Thursday, November 17 from 4:00 - 6:00 p.m.

Friday, November 18 from 6:30 - 8:00 a.m.

#### Exhibition Hours

Friday, November 18th from 8:30 a.m. - 4:00 p.m.

#### Move-Out

Friday, November 18th after 4:00 p.m. (must be completed by 6:30 p.m.)

### Exhibitor Benefits

#### Exhibitors Coffee Breaks

The morning coffee break will open the Trade Show on November 19th and will be served in the Trade Show. The Afternoon Coffee Break will also be served in the Trade Show to give you yet another chance to make those all-important connections.

#### Exhibitors Meals

Convention meals take place in the Trade Show and are designed to provide maximum interaction between Exhibitors and delegates.

#### Exhibitors Reception

A Trade Show Reception will be held on Friday, Nov 19th from 15:00-16:00 and all delegates are invited to attend.

### Booth Rental Fees

#### 8 x 10 Draped Booth

**Member: \$595 CDN (+13% HST)**

**Non-Member: \$1,200 CDN (+13% HST)**

(Prior to Sep 1, 2011. See Trade Show Exhibitor Delegate Registration Form.)

#### Price includes:

- 1 Full Delegate Registration (includes meals, workshops, Convention Hospitality Suite)
- 8 x 10 booth with table, two chairs, pipe and drape
- 2 complimentary guest passes to the Trade Show
- electricity charge is extra

Please review the various options outlined in this brochure and reserve your booth space today. If you require any additional information, please do not hesitate to contact C.A.F.E. at 1-800-663-1714 or [convention@canadian-fairs.ca](mailto:convention@canadian-fairs.ca).

### 12 Reasons to Exhibit at C.A.F.E

1. This is the premier national event of the industry.
2. Access to over 250 industry delegates.
3. Exhibitors have over six hours of time with delegates, including breaks, lunch and a reception.
4. Cash and prize incentives to the delegates to attend the trade show.
5. As an exhibitor you have an opportunity to put literature or samples in the delegate bag
6. Receive a delegate list on CD upon registration and an electronic list after the show.
7. Trade Show fee includes one full convention registration (meals, workshops and social events).
8. You will get publicity on the C.A.F.E. website
9. You will be part of an exciting convention and make contact with people representing all areas of the industry.
10. Company name and bio in the Convention Program
11. Jump to top of the list of Showcase Applications
12. Deals get made at this trade show!

# Terms & Conditions

## 1. DEFINITIONS

In these Terms and Conditions:

- a) the word Exhibitor means the person, company, firm or other organization to whom space at the Trade Show has been allocated by the Organizers and, in relation to any terms or conditions imposing any prohibitions, shall include employees, servants, or agents of the Exhibitor.
- b) the word "Exhibition" means C.A.F.E. Annual Convention
- c) the word "Organizers" means the Canadian Association of Fairs and Exhibitions.

## 2. APPLICATION FOR EXHIBIT SPACE

Application for exhibit space must be made on the Exhibit Space Application and Contract Form. Application will be dealt with in order of receipt. The submission of an application in the manners and on the form provided, together with the allocation by the Organizers and the acceptance of the Exhibitor of exhibit space, shall be deemed to be a contract in acceptance of and in accordance with these Terms and Conditions. The Organizers reserve the right to reject or prohibit exhibits, which, in their opinion, are not appropriate to or in keeping with the character of the Convention and Exhibition. They may restrict any exhibits or other activities, which become objectionable or interfere with adjacent exhibits or other activities. Interviews, demonstrations, distribution of literature, supplies, souvenirs, etc., must occur inside the booth space. Canvassing, solicitation of business or the use of advertising materials or signs by firms other than those who have contracted for space is prohibited. The Exhibitor agrees to ensure that the booth is fully staffed during the Exhibition.

## 3. FEE FOR EXHIBIT SPACE

The fee for exhibit space is as detailed on the Exhibit Space Application and Contract Form. Goods and Services Tax (GST) must be added and is calculated at the current rate of 5%.

## 4. PAYMENT

Prior to August 31, 2011, the Exhibitor shall pay a deposit of \$150, plus taxes, to reserve booth(s) space or may pay the full amount. The balance is due 30 days following final invoicing. If such balance is not paid by this date, any deposit paid by the Exhibitor may be forfeited and the space re-allocated. If reserved after August 31, 2011, the entire cost of the space must be paid upon reservation. All payments must be made by credit card, cheque, or banker's draft in Canadian funds to the Canadian Association of Fairs and Exhibitions.

## 5. CANCELLATION OR REDUCTION OF EXHIBIT SPACE

If, after allocation of exhibit space to any Exhibitor, such Exhibitor shall desire to cancel or reduce the exhibit space allocated to him, the Organizer will endeavour to re-let the exhibit space not required by the Exhibitor but if they shall be unable to do so, the Exhibitor shall remain liable to pay the full charge for the exhibit space allocated to him. **No refunds will be made after September 5, 2011.**

## 6. ALTERATION TO EXHIBIT SPACE

Whilst every endeavour will be made to adhere to the published layout of the Exhibition, the Organizers shall be entitled to vary the layout if, in their opinion, this is in the general interest of the Exhibition.

## 7. BANKRUPTCY OR LIQUIDATION

In the event of an Exhibitor becoming bankrupt or (being a Company) entering into liquidation other than for the purpose of reconstruction or amalgamation, or having a Receiver appointed, the Organizers shall be at liberty to terminate forthwith the contract with such an Exhibitor and to cancel the allotment of exhibit space to the Exhibitor, and all sums paid by the Exhibitor under the contract shall be forfeited.

## 8. OCCUPATION OF EXHIBIT SPACE

The Exhibitor, his servants, agents, employees and contractors, may enter the Exhibition area for purposes for erecting and preparing his exhibit/s during the move-in as follows: Thursday, November 17, 2011 limited from 4:00 - 6:00 p.m. and Friday, November 18, 2011 6:30 - 8:00 a.m.. All spaces must be complete and ready by 8:00 a.m. on November 18, 2011. In the event of an Exhibitor failing to take possession of allocated exhibit space, the charges for such allocated exhibit space will nevertheless remain due to the Organizers. The Organizers shall have the right to refuse to permit the Exhibitor to occupy or use the exhibit space until all sums due to the Organizers have been paid. The Exhibition will open on the hour outlined on the Schedule. Spaces must be open for viewing and staffed during these hours. Upon being required to do so by the Organizers, the Exhibitor shall cease to employ at the Exhibition any servant of the Exhibitor who shall be guilty of any conduct, which, in the opinion of the Organizers, is prejudicial to the proper management of the Exhibition. The Organizers' tenancy of the Exhibition Hall terminates on Friday, November 18, 2011 at 6:30 p.m.. The removal of exhibits and dismantling of space may not commence until after 4:00 p.m. Friday, November 18, 2011.

## 9. EXHIBITOR INFORMATION MANUAL

The Organizers will provide Exhibitors, one month prior to Exhibition, an information manual, which contains instructions, regulations and order forms for needed services.

## 10. FIRE REGULATIONS

The Exhibitor must meet the requirements of the City of Charlottetown Fire Department and the Delta Prince Edward Hotel, including that all decorations and fabrics be fireproof.

## 11. ELECTRICAL REQUIREMENTS

Electrical services will be available to the Exhibitor at an additional fee.

## 12. ADDITIONAL BOOTH REQUIREMENTS

Information regarding the availability of additional booth services (audio/visual, phone, fax and network services) will be included with the Exhibitor Information Manual.

## 13. EXHIBIT SPACE CLEANING

The Exhibitor is responsible to the Organizers for seeing that the space is maintained in a clean and orderly state.

## 14. SECURITY

The Organizers will provide a site security service during the period of the tenancy but shall be under no liability for loss or damage. For the purpose of security, badges must be worn at all times by the Exhibitor staff whilst within the Exhibition.

## 15. SUBLETTING

Exhibit space cannot be sublet without written permission of the Organizers. The Exhibitor agrees that no moving in or out of goods or dismantling of display will be permitted during the Exhibition and must remain intact until the closing of Exhibition.

## 16. INSURANCE

The Exhibitor is responsible for obtaining exhibit insurance covering personnel; exhibit material and equipment on site/in transit, including fire and public liability insurance. The Organizers will not accept liability or responsibility for any loss, damage or injury caused to anyone or anything by the Exhibitor or Exhibitor personnel. The Exhibitor shall be liable for any damage inflicted to the Delta Prince Edward Hotel. The Organizers will not be liable for the failure to deliver the space in the event that the Delta Prince Edward Hotel becomes unavailable through fire, act of God, public enemy, strikes, the authority of the law, or others cause beyond its control.

## 17. POSTPONEMENT OR ABANDONMENT

If the Exhibition is postponed, cancelled or abandoned by reason of war, fire, storm, explosion, national emergency, labour dispute, strike, lock-out, civil disturbance, inevitable accident, force majeure, the non-availability, either wholly or partially, of the Exhibition premises, or any other cause not within the control of the Organizers, the Organizers shall be under no liability to the Exhibitor in respect of any actions, claims, losses (including consequential losses) costs or expenses whatsoever which may be brought against or suffered or incurred by the Exhibitor, as a result of the happening of any such events. The Organizers also reserve the right in its absolute discretion to cancel the Exhibition, in which case, all monies will be refunded. If, by rearrangement or postponement of the period of the Exhibition, or by substitution of other premises, or in any other reasonable manner, the Exhibition can be carried through, the contracts for space shall be binding upon all parties, except as to the size, position, as to which any modification, substitution, or rearrangement considered necessary by the Organizers shall be determined.

## 18. FAILURE TO VACATE

If the Exhibitor, or servants, agents or sub-contractors should fail to remove all property or otherwise fail to vacate the Exhibition premises by 6:30 p.m. on Friday, November 18, 2011 due to any cause whatsoever, the Exhibitor shall be fully responsible for any penalties imposed by the London Hilton Hotel or any other losses and costs incurred by the Organizers as a result of the Exhibitor failing to vacate the premises by the agreed time and without prejudice to any other right or remedy of the Organizers, the Organizers may remove any property of the

Exhibitor left at the Exhibition Hall by the Exhibitor after the said time and the costs of such removal shall be paid by the Exhibitor to the Organizers on demand.

## 19. DELEGATE REGISTRATION

Exhibitors will receive a single Full Delegate registration with the rental of booth space. Those who wish to have additional booth personnel or other staff to attend the other convention activities must register such personnel as Full Delegates. Full information and registration forms will be available from the Convention web site.

*The Organizers undertake to give the fullest sympathetic consideration to the interests of the Exhibitors. Should any question arise which is not provided for within the terms of these Terms and Conditions, the Organizers' decision must be accepted as final where, in the Organizers' opinion, the needs of the correct conduct of the Exhibition make an immediate decision imperative.*



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## Tradeshow Exhibitor Delegate Registration Form

PLEASE PRINT (Submitting this form indicates agreement with CAFE Trade Show Terms and Conditions)

Organization Name: \_\_\_\_\_ Product/Service: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City/Town: \_\_\_\_\_

Province/State: \_\_\_\_\_ Country: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Contact Name / Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Facsimile: \_\_\_\_\_

E-mail: \_\_\_\_\_

Booth location will be determined by October 15, 2011 based on availability, number of booths, and order of registration.

Do you require electricity (electrical connection fee is \$75 plus GST)  Yes  No

Do you have any special requirements? (e.g. near another exhibitor, not near competitor, odd shaped exhibit, etc.)

	Paid by Sep 1	After Sep 1	
Member Delegate Registration:	\$595.00	\$695.00	Non-Member Cost of Booth Space: \$1,200.00
HST @ 13% (118829365TR0001):	\$77.35	\$90.30	HST @ 13% (118829365TR0001): \$156.00
Total due without electricity:	\$672.35	\$785.35	Total due without electricity: \$1,356.00

\* If you checked "yes" for electricity add charge for electrical connection \$75.00 plus HST = \$84.75

\*\* No refunds after September 1, 2011

### METHOD OF PAYMENT

Enclosed is: \$ \_\_\_\_\_ Balance Due: \$ \_\_\_\_\_

No refunds after September 5, 2010

Payable to the Canadian Association of Fairs and Exhibitions.

Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ Cheque/Money Order

\* Note that a 4% Admin Fee will be charged for Credit Card orders \_\_\_\_\_

Account Number: \_\_\_\_\_

Expiry: \_\_\_\_\_

Name of Cardholder: \_\_\_\_\_

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

Postal Code if different from above: \_\_\_\_\_

Date: \_\_\_\_\_

### SEND COMPLETED FORM & PAYMENT TO:

PO Box 13161

Ottawa, Ontario

K2K 1X3

Telephone: (613) 233-0012

Facsimile: (613) 233-1154

E-mail: [convention@canadian-fairs.ca](mailto:convention@canadian-fairs.ca)

Website: [www.canadian-fairs.ca](http://www.canadian-fairs.ca)

Reduced registration second representative is limited to one per booth **for members only**. **PLEASE NOTE - should the trade show booth be cancelled for any reason, the "second representative" will be charged the "full delegate" registration price.**

Please forward a 100-word description and a high-resolution, vector based version; colour logo of your company to be included in the in the convention program, by September 5, 2011 to [convention@canadian-fairs.ca](mailto:convention@canadian-fairs.ca).



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## Tradeshow Exhibitor Delegate Registration Form (2nd Rep.)

PLEASE PRINT (Submitting this form indicates agreement with C.A.F.E. Trade Show Terms and Conditions)

Organization Name: \_\_\_\_\_ Product/Service: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City/Town: \_\_\_\_\_

Province/State: \_\_\_\_\_ Country: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Contact Name / Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Facsimile: \_\_\_\_\_

E-mail: \_\_\_\_\_

2nd Representative	Before Sep. 1	After Sep. 1
Member Delegate Registration:	\$385.00	\$425.00
HST @ 13% (118829365TR0001):	\$50.05	\$55.25
<b>Total due without electricity:</b>	<b>\$435.05</b>	<b>\$480.25</b>

\* Please note that only members of C.A.F.E. are eligible for this discount. All other exhibitors must pay the full delegate price for additional booth staff.

\*\* No refunds after September 5, 2011.

### METHOD OF PAYMENT

Enclosed is: \$ \_\_\_\_\_ Balance Due: \$ \_\_\_\_\_

No refunds after September 5, 2010

Payable to the Canadian Association of Fairs and Exhibitions.

Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ Cheque/Money Order \_\_\_\_\_

**\* Note: 4% Admin Fee will be charged on all Credit Card orders**

Account Number: \_\_\_\_\_

Expiry: \_\_\_\_\_

Name of Cardholder: \_\_\_\_\_

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

Postal Code if different from above: \_\_\_\_\_

Date: \_\_\_\_\_

### SEND COMPLETED FORM & PAYMENT TO:

PO Box 13161  
Ottawa, Ontario  
K2K 1X3  
Telephone: (613) 233-0012  
Facsimile: (613) 233-1154  
E-mail: [convention@canadian-fairs.ca](mailto:convention@canadian-fairs.ca)  
Website: [www.canadian-fairs.ca](http://www.canadian-fairs.ca)

**Special rate for second Trade Show booth Representatives is limited to one per booth for CAFEmembers only.**

**PLEASE NOTE - should the trade show booth be cancelled for any reason, the "second representative" will be charged the "full delegate" registration price.**