



# TORONTO'S Bridal Show

Division of Long Valley Productions, Inc. (LVP) 8440 Hwy. 27, Woodbridge, Ontario L4L 1A5  
Tel: (905) 266.2135 Fax: (905) 266.2151 Email: inquiry@longvalleyproductions.com

## EXHIBITOR AGREEMENT

### April 27<sup>th</sup>, 28<sup>th</sup> and 29<sup>th</sup>, 2012 at Toronto's Congress Centre, HALLS B & C

Company: \_\_\_\_\_

Only **ONE COMPANY** per contract. Booth sharing is prohibited. No flyers, business cards or signs permitted from companies other than the one you are registering. Company name listed above will be printed on show program and website.

Address \_\_\_\_\_

City \_\_\_\_\_

Postal Code \_\_\_\_\_

Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Email above will receive **ALL** correspondence

Bus. : (\_\_\_\_\_) \_\_\_\_\_ Cell: (\_\_\_\_\_) \_\_\_\_\_

Website: \_\_\_\_\_

Your choices of Booth's are: 1<sup>st</sup> \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ 3<sup>rd</sup> \_\_\_\_\_

### EXHIBITOR PACKAGE INCLUDES THE FOLLOWING:

- **1,000s of Prospects:** \$250,000 advertising campaign to attract thousands of Attendees to your Booth
- **Tradeshow Booth:** Showcase your Product/Service for 3 days (physical space includes pipe and drape)
- **Online Advertising:** Booths include Logo and Link on [www.TorontosBridalShow.com](http://www.TorontosBridalShow.com) (\$500 value)
- **Attendee List Database:** \$1,500 value
- **Vendors' Reception:** Network Reception for up to 4 Exhibitors per Company (\$300 value)

### SPECIAL OFFERS

1. Signup before Feb. 1<sup>st</sup>/2012 and receive a complimentary Power Point Display on our jumbo screens, **\$250 value.**
2. A \$1,000 draw prize given by your company towards ballot winners, qualifies you for a **\$100 discount.**

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TBS Show Management to fill in:

**Final Booth #:** \_\_\_\_\_ **Admin Initial:** \_\_\_\_\_

**Sales Representative:** \_\_\_\_\_ **Date:** \_\_\_\_\_

## BOOTH RATES & SIZES

5' x 10' Kiosk Display Area <i>5ft frontage and subject to availability</i>	\$ 1,195	
10' x 10' Display Area <i>Corner booths are subject to availability</i>	\$ 1,995	
20' x 10' Display Area – (Great Value)	\$ 2,995	
30' x 10' Display Area	\$ 3,995	
20' x 20' Island Display Area	\$ 5,250	
10' x 10' Double Show Promo <i>Sign up for Spring 2012 and Fall 2012 (November) for a packaged promotional rate. 50% Deposit Required. Save \$295</i>	\$ 3,695	
<b>OPTIONAL MARKETING UPGRADES:</b>		
<b>Location Premium</b> <i>Promenade booths or booths facing <u>Entrance</u> or <u>Fashion Show Stage</u></i>	\$ 300	
<b>Entertainment Performances</b> <i>Perform at the entrance of the event or centre stage (rate is per 25 minute set, availability limited)</i>	\$ 125	
<b>Power Point Display</b> <i>Includes a 15 second play of your Power Point Slide on the jumbo screens at least once every 2 hours. No sound, visuals only. Does not include production of the Power Point.</i>	\$ 250	
<b>Tote Bag Stuffer</b> <i>Includes stuffing your company's certificate of value or a gift in 3,000 tote bags that are given to all brides. Items must be delivered to 8440 Highway #27 <b>NO LATER than Thursday, April 19<sup>th</sup>/12</b></i>	\$ 200	
<b>Passport Draw</b> <i>Participate by being one of the Mystery Booths that ensures all attendees will visit your booth</i>	\$ 250	
<b>Website Feature – Rotating Banner on Home Page</b> <i>Your Company Logo and Link featured on the Toronto's Bridal Show Homepage. Max. of a 50 character description with the logo and to be mentioned in our Monthly Newsletter. Limited Availability.</i>	\$ 400	
<b>Non-Exhibitor Marketing Package</b> <i>Includes online Advertising for 1 year, Attendee Database and Tote Bag Insert for 3,000 bags.</i>	\$ 995	
<b>Giveaway Draw Prizes Discount</b> <i>Prizes to consist of two \$500 or one \$1000 giveaways, <b>a monetary value</b> off of the goods &amp; services offered by your company (no conditions attached). Expiry dates should be no less than 2yrs from the show date. Does not apply to Kiosks. Discount will be forfeited automatically should the giveaway prize not be received by March 1<sup>st</sup>, 2012.</i>	-\$ 100	
<b>Sponsorship Package</b> <i>(See sponsorship program)</i>		
(Subject to 13% HST) <b>SUB-TOTAL</b>		
<b>13% HST</b>		
<b>New</b> <input type="checkbox"/> <b>Renewal</b> <input type="checkbox"/>	<b>TOTAL</b>	
<b>Date Deposit Received:</b>	<b>LESS 50% DEPOSIT</b>	
<b>Date Received:</b>	<b>BALANCE DUE February 1<sup>st</sup>, 2012</b>	

**Booth cost includes white draping only. Booth cost does not include Furnishings, Carpet, Electrical or Internet**  
**Please Note: No monies shall be returned if exhibitor/advertiser cancels**

### **Payment Information** ( PLEASE MAKE CHEQUES PAYABLE TO **LONG VALLEY PRODUCTIONS, INC.** )

Payment Type:         Visa     M/C     Cheque     Cash     PayPal \_\_\_\_\_

Credit Card #: \_\_\_\_\_      Expiry Date: \_\_\_\_\_

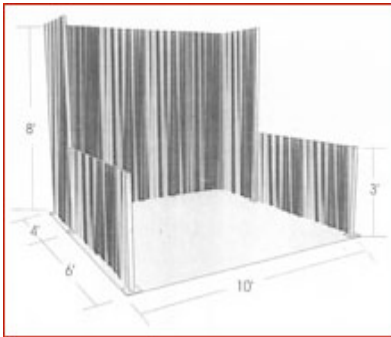
Card Holder Name: \_\_\_\_\_      Signature: \_\_\_\_\_

Please check ONE category for your web listing:

- |   |  |                                      |   |                                       |
|---|--|--------------------------------------|---|---------------------------------------|
| <input type="checkbox"/> Event Venue      | <input type="checkbox"/> Financial/Real Estate             | <input type="checkbox"/> Caterer     | <input type="checkbox"/> Men's Wear       | <input type="checkbox"/> Gifts/Favors |
| <input type="checkbox"/> Beauty/Hair      | <input type="checkbox"/> Stag Services                     | <input type="checkbox"/> Decorator   | <input type="checkbox"/> Transportation   | <input type="checkbox"/> Jewellers'   |
| <input type="checkbox"/> Health/Fitness   | <input type="checkbox"/> Wedding Planners                  | <input type="checkbox"/> Florists    | <input type="checkbox"/> Travel           | <input type="checkbox"/> Photo/Video  |
| <input type="checkbox"/> Cakes/Desserts   | <input type="checkbox"/> Home Furnishings                  | <input type="checkbox"/> Invitations | <input type="checkbox"/> Online Directory | <input type="checkbox"/> Other        |
| <input type="checkbox"/> DJ/Entertainment | <input type="checkbox"/> Bridal Boutiques/ Women's Apparel |                                      |   |                                       |

**TBS LOGO & LINK TO BE PLACED ON YOUR COMPANY'S WEBSITE UPON BOOKING.**

Special Booth Setup Requirements (if any, please checkmark):



- |   |
|---|
| <input type="checkbox"/> "L" Shaped (applies to corners only)                 |
| <input type="checkbox"/> No Side Rails (applies to "T" shapes 10' x 20' min.) |
| <input type="checkbox"/> No Pipe and Drape (applies to islands only)          |

**\*\*Booths DO NOT include Carpeting, Tables/Chairs, Electrical or Internet (Visit [www.TorontosBridalShow.com](http://www.TorontosBridalShow.com) for supplier details & order forms)**

**Your booth must be set up on Fri. April 27<sup>th</sup> before 4pm otherwise an automatic fee of \$200 will be charged.**

***I hereby apply for the space and price agreed above.***

***I understand the Terms & Conditions in this agreement and agree to abide by them.***

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

## Notes:

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## **FASHION SHOW PARTICIPANT**

Company: \_\_\_\_\_

Contact: \_\_\_\_\_ Email: \_\_\_\_\_  
*Email above will receive ALL correspondence*

Bus. : (\_\_\_\_) \_\_\_\_\_ Cell: (\_\_\_\_) \_\_\_\_\_

Website: \_\_\_\_\_

Please select the category you will be providing for:

- |   |                         |   |  |
|---|-------------------------|---|--|
| <input type="checkbox"/> Bridal Gowns                         | \$750 (for all 5 shows) | <input type="checkbox"/> Giveaways<br>(Gifts and/or Chocolates)     | \$300 (for all 5 shows)                              |
| <input type="checkbox"/> Men's Formal Wear                    | \$750 (for all 5 shows) | <input type="checkbox"/> Hair Services ( <i>circle your day</i> )   | \$200 (Friday)<br>\$300 (Saturday)<br>\$300 (Sunday) |
| <input type="checkbox"/> Floral Arrangements                  | \$500 (for all 5 shows) |   |  |
| <input type="checkbox"/> Children's Formal Wear               | \$500 (for all 5 shows) |   |  |
| <input type="checkbox"/> Shoe Wear                            | \$500 (for all 5 shows) | <input type="checkbox"/> Makeup Services ( <i>circle your day</i> ) | \$200 (Friday)<br>\$300 (Saturday)<br>\$300 (Sunday) |
| <input type="checkbox"/> Jewellery                            | \$500 (for all 5 shows) |   |  |
| <input type="checkbox"/> Honeymoon Wear/ Destination Weddings | \$500 (for all 5 shows) |   |  |

In addition to the Marketing value you receive as just an Exhibitor at the show, participants of the Fashion Show will also receive:

- Power Point Display – Company logo displayed during the Fashion Show (to be displayed when your company is presented)
- Show Program – Company name displayed in either the Fashion Scene Outline or the Fashion Show Credits
- Commentator Recognition – A short description of your company to be announced by our Fashion Show Host (description to be provided by the company)
- Feature on the Stage – Your company attire to be displayed on stage by our models for at least a minimum of 1 scene
- Online Marketing – Your company name and link listed under the “Fashion Show” tab on [www.torontosbridalshow.com](http://www.torontosbridalshow.com)

**\*\*\*TOTAL VALUE OF \$2,500\*\*\***

**\*\*NOTE:** Please provide your company description and logo to [inquiry@longvalleyproductions.com](mailto:inquiry@longvalleyproductions.com) so that it may be incorporated when devising our script. Please be advised some words may be changed to suit the allow the commentator to add some of his/her own flare.

*I/We hereby agree for the price selected above. I/We understand the Terms & Conditions in this agreement and agree to abide by them.*

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_



## **EXHIBITOR AGREEMENT TERMS AND CONDITIONS**

This agreement, when signed on the Exhibit Space Contract document by the Exhibitor and Long Valley Productions, Inc. herein referred to as LVP constitutes a binding legal agreement. LVP agrees to review your application and contract and assign your company exhibit, if available, consistent with eligibility requirements and policies. The Exhibitor agrees that upon acceptance of their application and contract by LVP with or without appropriate payment of the exhibition fee, this application and contract shall become a legally binding contract; enforceable against the Exhibitor in accordance with its terms. By the signature, the individual signing the Toronto's Bridal Show Spring 2012 Exhibitor Contract document represents and warrants that he/she is duly authorized to execute this binding contract on behalf of the Exhibitor. The Exhibitor agrees to be bound by the information and terms herein this Agreement and the rules and regulations included in the Exhibitor Services Manual/Media Kit or any other regulations issued prior to exhibition.

### **TERMS AND CONDITIONS**

#### **BOOTH RENTAL PAYMENT**

Applicable deposit must accompany this application with the balance due and payable by March 1, 2012 for the April 27-29, 2012 Bridal Show. If the balance is not received by the deadline, the Exhibitor waives all rights to the space designated on the contract and LVP Management will not guarantee space at the location specified in the application, or any space. Contracts executed after said dates above require 100% of the total exhibition fee at time of application. The Exhibitor agrees that the application accepted with a deposit pending invoice to the Exhibitor shall be deemed valid and binding as if a deposit had been made. Exhibitor agrees that no portion of this payment is refundable, and that, except as outlined in the Cancellation Policy of this agreement. The Exhibitor is liable for the total space contracted for. If this agreement is made after March 1, 2012 then the full payment must be made.

#### **CANCELLATION POLICY**

If an exhibitor cancels, no monies shall be returned or credited.

#### **EXHIBITOR BREACH**

LVP Management reserves the right to cancel the Exhibitor's participation if the Exhibitor breaches any of its obligations or does not comply with the terms and conditions of the Contract including but not limited to, making any payment that is due as per this Contract. If LVP Management does cancel Exhibitor as per this section, the Exhibitor will have been deemed to have cancelled its own participation and thus subject to cancellations fees as stated in the Cancellation Policy above. The date of cancellation for calculating the cancellation fees shall be the date that LVP Management cancels that Exhibitor for breach.

#### **COLLECTION FEES**

Any Exhibitor that does not meet all financial obligations when due will be responsible for all outstanding debts and any fees (including attorney's fees and/or collection fees) LVP Management incurs to recover the debt. There will be a \$50.00 charge for all returned cheques.

#### **LICENSE RELATIONSHIP**

It is understood and agreed that the Contract constitutes a non-assignable and privilege only and is not, under any circumstances, intended to constitute a lease or any other conveyance of real property, a partnership, employment agreement or joint venture between the parties.

#### **SUB-LETTING**

The exhibitor named on this contract shall be the only company advertised in the assigned booth. The Exhibitor shall not assign, sublet, transfer, sell or apportion in whole or any part the space allocated to the Exhibitor by LVP Management to any third party or have representatives, equipment, products or printed materials from any other business other than its own.

#### **EXHIBIT CARE**

The exhibit must be attended throughout the show hours by at least one representative of the Exhibitor. It is the Exhibitor's responsibility to keep his/her area clean and orderly throughout the show and to ensure that it is ready for opening at the time the show opens each day. If the Exhibitor generates excessive amounts of trash, LVP Management may remove any trash or materials remaining at the close of the show days at the Exhibitor's expense.

## **EXHIBIT SET-UP**

All exhibits must be set up within the time schedule specified in the TBS Exhibitor Manual. If your booth is not removed within the time frame stated in the Exhibitor Manual the Exhibitor will be fined \$200 on your credit card. No major changes to displays are permitted during public show hours. In the event of an Exhibitor's booth not being open at any time during show hours, TBS Management shall have the right to open the said booth by the removal of any night sheets or other of any sort, but shall be under no liability to the Exhibitor for any loss or damages which may be caused thereby, or as a result of the booth being opened in that way and then being left unattended.

## **EXHIBIT DISMANTLING**

No Exhibitor shall dismantle or remove any part of his display before the time scheduled as specified in the TBS Exhibitor Manual. LVP Management may remove any material remaining after the cut-off time at the Exhibitor's expense.

## **ASSIGNMENT OF EXHIBIT SPACE**

LVP Management will attempt to accommodate the exhibitor's request for specific booths. However no guarantees can be made. Exhibit spaces will be allocated on a first come first serve basis. LVP Management reserves the right to relocate space of exhibits which may be affected by a change in the floor plan, or in the interest of optimum traffic control and exhibit exposure. Exhibits shall be arranged to not obstruct the general view or hide the exhibits of others. Plan for special built displays not in accordance with all applicable regulations should be submitted to LVP Management before construction is ordered. LVP Management cannot be held liable if competitive exhibitors are adjacent to or opposite each other but efforts will be made to allocate space on a basis fair to all exhibitors. The Exhibitor acknowledges that he/she is not contracting for a specific booth(s), but rather for the right to participate as an Exhibitor in Toronto's Bridal Show.

## **ARRANGEMENT OF THE EXHIBIT**

Displays must not protrude beyond the measured booth dimensions, nor obstruct a clear view of the neighboring booths. The exhibitor may not attach his display to walls, structural supports, or flooring in the exhibit building, by nail, screws, bolts or permanent cement, nor may he/she suspend anything from the ceiling or rafters. No painting of the floor of the premises is permitted. Low side dividers between exhibits should not exceed 36 inches in height. No Exhibitor shall permit the exposure of any unfinished surface to neighboring booths. If the Exhibitor fails to correct the unfinished part, LVP Management reserves the right to finish such outside partitions. The Exhibitor shall pay the cost of such repairs to TBS upon demand being made. LVP Management reserves the right to restrict the use of glaring or irregular lighting effects.

## **CHARACTER AND CONDUCT**

All displays and promotional literature must be in good taste as decided by LVP Management. The product or service must be presented in a professional manner with no carnival tactics or sideshow type "come-ons" permitted. Free samples may be distributed, except for food items. Any Exhibitor intending to offer food samples must notify LVP Management 4 weeks in advance so that we may try and get permission from Toronto Congress Centre. Orders for products may be taken and merchandise may be sold at a cash retail, price subject to LVP Management approval. Raffles and give-a-ways may be conducted, but only with the approval of LVP Management. No alcoholic beverages will be permitted in the exhibit hall. If, in the opinion of LVP Management, an Exhibitor or his servant or agents conducts himself in an objectionable manner, he/she will be liable, at the sole discretion of LVP Management for immediate expulsion from the show. In such circumstances, LVP Management will not be liable for any damage or loss to the Exhibitor or the person expelled, nor will there be any refund on rental fees.

## **NOISE AND MACHINERY**

LVP Management has the right to stop the display, demonstration or running of an engine or machine or anything, which, by causing vibration, noise, smoke, smell, or any of them, may be considered to be a nuisance. The Exhibitor shall at the request of LVP Management stop the use of loud speakers, microphones, amplifiers, musical instruments, stereo & video equipment, radios, filming equipment or such audio equipment. The Exhibitor shall not have on his/her stand or exhibit or display at the SHOW any goods of an explosive, inflammable, obscene or noxious nature. LVP Management reserves the right to refuse or terminate the exhibit or sale of any article, which they may in their discretion deem unsuitable or objectionable or deceptive to purchasers.

## **COMMON SHOW AREAS**

All lobbies, corridors, aisle ways, restrooms, food and beverage concessions and special assembly rooms will be considered as common show areas to be used for the movement and flow of the public and/or for their entertainment and convenience. No Exhibitor will be permitted to use these areas for the display or distribution of products, services, or their attendant literature.

## **ADVERTISING**

The Toronto's Bridal Show name may be included in the advertising of the Exhibitor; however, LVP Management must be informed in advance of the content to be certain it is the interest of the show as well as the Exhibitor. The Exhibitor grants LVP Management the right to use the name of the Exhibitor as a part of its advertising in so far to say that the Exhibitor is displaying his/her products/services at the show. The Exhibitor Pre-Show advertising campaign can be obtained from LVP Management.

## **MISCELLANEOUS**

This contract is irrevocable, and the rights of LVP Management under this contract shall not be deemed waived except as specifically stated in writing by an authorized representative of LVP Management. The Exhibitor further agrees that upon acceptance of this agreement by LVP Management, with or without appropriate or timely payment of any and all fees, this agreement shall become binding and enforceable in accordance with its terms.

## **OFFICIAL CONTRACTORS**

Where an official contractor has been designated by LVP Management to perform services for Exhibitors such as rental of furniture, erections of exhibits, electrical work, plumbing, labour, or any other service, no Exhibitor or representative shall contract for such services with other than the said official contractor unless permission has been secured in writing from LVP Management.

## **DRAWS, PROMOTIONAL GIVE-A-WAYS AND MAILING LISTS**

All Exhibitor draws and promotional give-a-ways must be approved by LVP Management prior to the show. All Exhibitor draws and promotional give-a-ways must be free and clear of any financial obligation on the part of the winner. All contest terms and conditions, and list of prizes available and their value must be clearly posted. LVP Management reserves the right to cease any draws that do not meet with the above criteria. Mailing lists compiled by the Exhibitor at the Show may not be sold or otherwise distributed and are for the exclusive use of the Exhibitor listed on this contract. Any TBS lead list that may be available may not be sold or otherwise distributed and is for sole use of TBS Exhibitors only. TBS will not be liable for any draws or promotional giveaways that do not comply with regulations or applicable laws.

## **PASSES AND BADGES**

Each exhibiting company will receive 4 exhibitor badges per booth prior to the commencement of Toronto's Bridal Show. Additional badges can be arranged through LVP Management.

## **GENERAL**

All matters and questions not covered by this show information and Agreement form are subject to the decision of LVP Management. In addition, LVP Management shall have full discretion in the interpretation and enforcement of all rules contained herein and the authority to make such amendments thereto, and such further rules and regulations governing the conduct of and participation in the show as it shall consider necessary for the proper presentation of the show. The Exhibitor agrees to cease any activity that LVP Management deems to be a violation of the terms and to follow the directives of LVP Management.

## **SECURITY, FIRE HEALTH & SAFETY**

The Exhibitor will assume all responsibility for compliance with local city and provincial safety, fire and health ordinances regarding installation and operation of his/her exhibit. The Exhibitor shall be properly insured for same. LVP Management will provide security throughout move-in, show and takedown hours. Except during show hours, doors will be locked and security will be on premises. Limited access will be provided during non-show hours to bona fide exhibitors only and their authorized representatives. Such admittance will be by Exhibitor badge only. All exhibit materials and equipment will be reasonably located and protected by safety guards and devices where necessary. Only fireproof materials shall be used in displays and the necessary fire precautions will be adhered to by the Exhibitor in regard to his/her vehicles. Gas tanks must be dry and gas caps must be taped. Batteries must be disconnected.

## **LIABILITY & INSURANCE**

LVP Management shall not, under any circumstances whatsoever, be liable or responsible for a) any loss, damage, theft, or destruction whatsoever or howsoever caused to any goods, equipment or any other property belonging to the Exhibitor or for which the Exhibitor is responsible b) any damage or injury suffered by the Exhibitor or his/her servants or agents or by any other person c) any loss, damage or expense whatsoever suffered by the Exhibitor by reason of chance in date, time or place of the exhibition or the abandonment of thereof. The Exhibitor shall be liable for all loss, damage, injury, claim costs and expenses whatsoever or howsoever caused to any person or property in any circumstance whatsoever by the Exhibitor, his/her servants, or agents or the goods, exhibits, fittings, machinery and other property belonging to the Exhibitor for which the Exhibitor is responsible and the Exhibitor hereby agrees to indemnify LVP Management in respect of any such loss, damage, injury, claims, costs expenses as foresaid. The Exhibitor agrees to provide LVP Management upon request with a certificate of insurance for a minimum of \$1,000,000 General Liability Coverage inclusive of bodily injury and/or property damage for each occurrence, Toronto's Bridal Show, Long Valley Productions, Inc. and the Toronto Congress Centre must be named as additional insured in respect to the operation of the show. Exhibitors wishing to insure their goods must do so at their own expense.

If LVP Management should be prevented from holding the show beyond its control, or if it cannot permit the exhibitor to copy his rented spaces due to circumstances beyond control including, but not limited to, strike, fire, civil disobedience, terrorism, inclement weather, lockouts, and acts of God, LVP Management will refund to the exhibitor the amount of the rental paid, less a proportionate share of the show expenses. Suppliers of the LVP Management shall have no further obligation or liability to the Exhibitor. Any contractual agreement made between an Exhibitor and the supplier shall be between those parties and LVP Management shall not be party thereto nor incur any liability on behalf of any one Exhibitor in such contractual agreements. Exhibitors for a fee, can request event date insurance coverage through the Insurance suppliers of LVP Management.

## **EXHIBIT BUILDING RULES**

As sub-tenants, Exhibitors are required to abide by the rules and regulations of the management of the Exhibitor building (TCC). A copy of these rules is on file at the office of LVP Management.

## **RESTRICTIONS**

Helium Balloons are allowed. However, if they are released and/or end up being displayed for any reason whatsoever, there will be a charge to the exhibitor to remove the helium balloon(s) for the ceiling or any other parts of the exhibition hall.

Alcohol/Wine/Spirits are not allowed. LVP Management reserves the right to have sole discretion on whether or not any Exhibitor can participate in TBS. All decisions by LVP Management shall be final and binding upon all parties. Children under the age of 16 are not allowed on the premises during move-in or move-out times as per the Toronto Congress regulations.