

# EXHIBIT SPACE & BOOTH DECORATION CONTRACT

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## EXHIBITOR INFORMATION

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

Address: \_\_\_\_\_

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

Country: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

## BILLING ADDRESS (if different from above)

Address: \_\_\_\_\_

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

Country: \_\_\_\_\_ Contact: \_\_\_\_\_ Website: \_\_\_\_\_

## BOOTH COORDINATOR

This contact will receive all correspondence regarding your company's participation.

First and Last Name: \_\_\_\_\_ Position: \_\_\_\_\_

Cell: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

## BOOTH SPACE SECTOR

- SET RETAIL (Equipment, technology and services for the food retail industry)
- SET FOOD SERVICE (Equipment, technology and services for hotel, restaurants & foodservice)

## PRODUCT CATEGORIES

### SET RETAIL

- Store fitting, equipment & materials
- Advertising / Promotions & Services
- Technology

### SET FOOD SERVICE

- Hotel, restaurant fitting
- Services
- Equipment, material & technologies

\* Detailed product categories

Description of your products or services: \_\_\_\_\_

- The equipment / technology / service / display at SET Canada 2010 is sustainable
- The equipment / technology / service / display at SET Canada 2010 was introduced to the market after April 2009 or is being introduced to the market now.

## BOOTH SPACE DECORATION / YOUR BOOTH FITTING (Please indicate your option):

- We would like to reserve a turnkey booth package using the turnkey booth rental contract.
- We have our own backdrop / pop-up display: **Please note: partition walls and carpet / hard flooring are mandatory.**
- We have our own display booth: **Please note: Your booth decoration plan will have to be approved by our operations department before the move in.**

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## BOOTH RESERVATION

### 1. BOOTH SPACE ONLY

Booth space (min. 100 sq ft) or 10' x 10'	Early bird rate (-10%) Before December 11, 2009	Regular rate After December 11, 2009
1 open side. 100 - 200 sq ft	\$28.20	\$31.00
2 open sides min. 201 - 400 sq ft	\$27.85	\$30.60
3 open sides min. 401 - 600 sq ft	\$29.40	\$32.30
4 open sides. 601 - 1000 sq ft	\$27.30	\$30.00
1001 sq ft or more	\$26.70	\$29.40

Booth space # of sq ft: \_\_\_\_\_ x Applicable rate \_\_\_\_\_ CAD \$ / sq ft = \_\_\_\_\_ CAD \$ (1)

### 2. WEB EXPOSURE OPPORTUNITIES

- I would like to insert my **company's logo and website link** on the exhibitor list on the SET Canada 2010 website **for \$300**
- I would like to insert my company's **advertising banner "MOST VISITED PAGES"** on the SET Canada 2010 website **for \$800**
- I would like to insert my company's **advertising banner "SPECIAL EVENTS PAGES"** on the SET Canada 2010 website **for \$1000**

Web exposure sub total = \_\_\_\_\_ CAD \$ (2)

### 3. MANDATORY REGISTRATION FEES

Registration fees	Before December 11, 2009	After December 11, 2009
Direct exhibitor	\$250	\$325
Indirect exhibitor	\$150	

#### REGISTRATION FEES INCLUDE:

- Lead retrieval system
- Administration fees
- Company's registration in the show guide and website
- Exhibitor badges (4 badges / 100 sq ft)
- VIP passes (visitor passes) 20 passes / 100 sq ft

Direct exhibitor registration fees = \_\_\_\_\_ CAD \$ (3)

Indirect exhibitor registration fees \_\_\_\_\_ x CAD \$ 300.00 = \_\_\_\_\_ CAD \$ (4)

CONTRACT SUBTOTAL (1) + (2) + (3) + (4) = \_\_\_\_\_ CAD \$ (5)

GST (5%): (6) x 5% = \_\_\_\_\_ CAD \$ (6)

QST (7.5%): ((6)+(7)) x 7.5% \_\_\_\_\_ = \_\_\_\_\_ CAD \$ (7)

CONTRACT TOTAL AMOUNT (5) + (6) + (7) = \_\_\_\_\_ CAD \$

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**PAYMENT SCHEDULE**

Booking before September 30, 2009	Booking between October 1 and January 31, 2010	Booking after February 1, 2010
30% deposit with contract	60% deposit with contract	100% due with contract
30% due December 15, 2009	40% balance due February 1, 2010	
40% balance due February 1, 2010		

Please include your payment with your contract.  
Non refundable, see contract rules and regulations.

**METHOD OF PAYMENT**

Canadian exhibitors	International exhibitors
<p><b>Cheque payable to the order of:</b></p> <p>EXPO CANADA FRANCE INC. 300 Léo-Pariseau St., #1100, P.O. Box 159, Place du Parc, Montréal, Québec, Canada H2X 4A4</p>	<p><b>Bank transfer in Canadian dollars ONLY</b></p> <p>Mandatory if exhibitor is from outside Canada. Please attach a copy of the transfer to your registration form. <u>Make sure your financial institution clearly indicates the name of your company on the transfer copy.</u></p>

**Account holder: EXPO CANADA FRANCE INC**

Bank	SWIFT Code	Account	Address
National Bank of Canada	BNDCCAMM INT	CC0006 02091/10-594-20	2099 Fernand-Lafontaine, Longueuil, Québec, Canada, J4G 2J4

**EXHIBITOR UNDERTAKING**

I am hereby applying to exhibit at SET Canada 2010 on a floor space of \_\_\_\_\_ sq ft. The Exhibition space rental contract general conditions and the notes printed on this form are an integral component of this contract. The Exhibitor, through his duly authorized representative, hereby declares that he agrees to all the terms and conditions, understands the exhibition's Primary Directives, which is an integral component of this contract, and agrees to respect and adhere to the letter and spirit of the contract. The said directive is available on our web site: [www.setcanada.ca](http://www.setcanada.ca)

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

Authorized by (please print): \_\_\_\_\_

Position in the company: \_\_\_\_\_

Signature, preceded by the words "read and approved": \_\_\_\_\_

# EXHIBITION SPACE RENTAL CONTRACT GENERAL CONDITIONS



Subject to the terms and conditions listed herewith, the undersigned company (hereafter referred to as the "Exhibitor") hereby agrees to lease from **Expo Canada France Inc.** (hereafter referred to as the "Organizer") exhibition space at SET Canada 2010, to be held from April 21 to 23, 2010, at the Montreal Convention Centre.

## 1. REGISTRATION FEES – DIRECT EXHIBITORS

### Registration fee includes:

- Registration and administration costs
- Listing in the Official Exhibition Catalogue
- Listing on the SET Canada web site
- 20 invitation cards (paper or electronic) per 100 sq ft space booked
- 4 Exhibitor badges per 100 sq ft space booked
- Optical scanner to identify your visitors
- The Official Exhibition Catalogue
- The Exhibitor Manual
- Mail slot at media services

## 2. REGISTRATION FEES - INDIRECT EXHIBITORS

**Indirect Exhibitors** are companies with which you share your booth and whose representatives attend the exhibition

### Registration fee includes:

- Registration and administration costs
- Listing in the Official Exhibition Catalogue
- Listing on the SET Canada web site
- 10 invitation cards (paper or electronic)
- 4 Exhibitor badges
- The Official Exhibition Catalogue
- The Exhibitor Manual
- Mail slot at media services

## 3. CHANGES TO BOOKED SURFACE (FOR PAVILION ORGANIZERS ONLY)

Any changes in terms of surface must be submitted to the Organizer in writing. The following rules shall apply subject to the date the request is received.

You can change the surface of your booth within a limit of +/- 20% of the total initial surface before **December 31, 2009** and still benefit from the same rate (in case of an increase) or without penalty fees (in case of a reduction).

The regular rate and conditions will apply to all requests received after **December 31, 2009**

## 4. CANCELLATIONS

Exhibitors who cancel:

- **Before December 31, 2009**, will lose the amount of the deposit already paid for the booked space.
- **After December 31, 2009**, will have to forfeit 100% of the total cost of the booked space, and will also be responsible for paying any other balance remaining on their contract, including Exhibitors services orders.

## 5. SUBLETTING IS STRICTLY PROHIBITED

The Exhibitor may not sublet, sell or share, in whole or in part, his booked space, nor may he represent or advertise for any other company without prior written authorization from the Organizer.

## 6. EXHIBITOR CONDUCT

Booked spaces must be left as initially found. The cost of any damages to the building or the floor space occupied resulting from the Exhibitor's installations or merchandise shall be assumed by the Exhibitor.

## 7. MANDATORY INSURANCE

It is the responsibility of the Exhibitor to take out and maintain the necessary insurance against loss or damage to goods, personal injury or death, as well as against all liability that may result, and must on demand furnish the Organizer with a copy of his insurance policy accompanied by proof of premium payment for the dates of the exhibition period, including the setting up and dismantling period. The Exhibitor agrees to absolve and indemnify the Organizer against any damages, claims and legal fees resulting from loss or damage to goods, as well as against injury or death to persons, relative to the use of the booked exhibition space.

## 8. SAFETY AND SECURITY

The Exhibitor acknowledges that he understands and will conform to all safety and security standards established by the public services or by the Organizer for purposes of the exhibition included in the Exhibitor's guide.

## 9. EXHIBITION CATALOGUE

All information required for the printing of the Exhibition Catalogue is supplied by the Exhibitor and is solely their responsibility, as is supplying the information in the time frame required by the Organizer. The Organizer is at no time responsible for any errors or omissions, including errors in reprinting, typesetting, translation or any other area, that may occur.

## 10. EXHIBITION CANCELLATION

If the premises reserved for the event are not available, or if due to unforeseen circumstances it becomes impossible to stage the event, the Organizer reserves the right to cancel the exhibition at any time by notifying the Exhibitor in writing. The Exhibitor is not entitled to compensation, regardless of the reasons for the cancellation, but any funds remaining after expenses, if any, will be disbursed among Exhibitors on a pro rata basis, as calculated by their individual payment. The Exhibitor expressly relinquishes the right to seek damages of any kind from the Organizer, regardless of the reasons for the cancellation.

## 11. JURISDICTION

This contract is governed by and conforms to the laws of Quebec, and falls under the jurisdiction of the courts of the judicial district of Montreal. In the event of any disagreement or legal proceedings, the French text is the authoritative version.

## 12. TERMS AND CONDITIONS OF VALIDITY

Subject to the terms and conditions listed above, this contract is not valid or binding unless signed by the authorized Exhibitor, accepted by the Organizer, who shall notify the Exhibitor of its acceptance by electronic means, and until payment of the contract has been made in full by the Exhibitor. The Exhibitor, through his duly authorized representative, hereby declares that he agrees to all the terms and conditions, understands the exhibition's Primary Directive, which is an integral component of this contract, and agrees to respect and adhere to the letter and spirit of the contract. The Primary Directive document is available on the web site: [www.setcanada.ca](http://www.setcanada.ca).

# LIST OF MAIN ACTIVITY CODES AND PRODUCTS CATEGORIES



 **SET RETAIL**

## 1. RETAIL EQUIPMENT AND LAYOUT

### LAYOUT

- +General layout for food retail store
- +Architect, interior designer, consultant
- +Air conditioning, heaters, exhaust, electricity
- +Ceiling, beam, floor, wall
- +Floor covering and wall coating
- +Air purification & dust collection, retainer
- +Locks, lock systems, handle
- +Windows, store front, awning, blinds

### DECORATION,

- +Artificial scent, music atmosphere
- +Animated robot
- +Floral, seasonal, theme decoration,
- +Mirror, looking mirror, decorative panel
- +Decorative ribbon, adhesive ribbon

### LIGHTING

- +Security, decorative lighting
- +Outdoor lighting
- +General lighting
- +Neon, fiber optic LED signs

### SIGNAGE

- +Signs
- +Letters, adhesive or magnetic letters
- +Panels, placard, totems

### EQUIPMENT

- +Food packaging equipment and supplies
- +Bakery and pastry equipment and supplies
- +Fruit and vegetables equipment and supplies
- +Butcher, butcher shop, catering equipment and supplies
- +Fish store equipment and supplies
- +Refrigerators, coolers, freezers
- +Shopping carts, carts, shopping baskets

### FURNITURE,

- +Counter
- +Shelves, shelving display
- +Furniture, window showcase
- +Modular furniture, metallic furniture
- +Check out

### SECURITY EQUIPMENT

- +Safe and strongbox
- +Fire protection system and equipment

### MAINTENANCE, LOGISTICS

- +Storage layout and warehousing area
- +Handling containers and carts, trash compactor, refuse disposal unit
- +Forklift
- +Maintenance, cleaning
- +Pallet, box, display pallet, containers

## 2. ADVERTISING/ PROMOTIONS/SERVICES

### POINT OF PURCHASE ADVERTISING, PROMOTIONS, MATERIALS

- +Informative labels
- +Interactive terminal,
- +Plasma, LCD screen, touch screen
- +Shelf space decoration
- +Demonstration equipment and accessories
- +Mechanic, electronic, outdoor computing, audiovisual, lighting, traditional point of purchase advertising
- +Poster stand, magazine rack, brochure holder
- +Counter display,
- +End cap, display, display pallet
- +Interactive terminal

### PROMOTION

- +Sales promotion and demonstration agency
- +Bags, all packaging material

### SERVICES

- +Staffing agency
- +Consulting – training
- +Auditing and consulting firm
- +Inventory control
- +Sustainable development consulting firm
- +Cleaning services
- +Associations and agencies, institutions
- +Bank and insurance
- +Electrical services
- +Sanitary control
- +Payroll services
- +Waste collection and management
- +Security services
- +Printer, communication, Internet
- +Other services

## RETAIL TECHNOLOGY

### CASH REGISTER & POS (POINT OF SALE)

- +Cash register and accessories
- +Point of sale machine and cash drawer
- +Printer and sales receipt
- +Monitor, computer keyboard

### PAYMENT EQUIPMENT AND ACCESSORIES

- +Instant teller machine
- +Debit card
- +Counterfeit money machine
- +Point of sale machine

### WEIGHING SYSTEMS

- +Counter scale
- +Self service retail scale

## SIGNAGE & LABELLING

- +Self service terminal, Information terminal
- +Electronic shelf label
- +Labelling and marking products and retail shelf
- +Printer and bar code tracer

## AUTOMATIC IDENTIFICATION

- +Bar code readers, laser gun
- +Scanners, scale scanners, readers
- +Self scanning system
- +Point of sale machine

## SOFTWARE AND SOFTWARE PACKAGE

- +Electronic document management
- +Layout software
- +Supply chain management, back office software (inventory and purchasing)
- +Cost controlling software
- +Flow management software
- +Inventory management software
- +Merchandising software
- +Money transaction software
- +Integrated management software ERP
- +Decision support software

## SECURITY SYSTEMS

- +Anti intrusion alarm system
- +Identification access control system
- +Anti theft system
- +Electronic surveillance, cash in transit

## CUSTOMER LOYALTY OFFER

- +Coupon distribution kiosk
- +Membership card
- +CRM consulting and services
- +Couponing, purchase voucher, mailing
- +Internet customer loyalty
- +Customer loyalty management and solution software

## TELECOMMUNICATIONS, INTERNET & E-COMMERCE

- +Electronic mail
- +Transmission system RTC specialized phone line
- +Developer, integrator, Internet hosting service,
- +E-commerce solution and service software
- +Secure payment software

# LIST OF MAIN ACTIVITY CODES AND PRODUCTS CATEGORIES



## SET FOOD SERVICE



### 1. LAYOUT

#### LAYOUT & RENOVATION

- +Outdoor layout, special layout
- +Ascenders, freight elevator
- +Energy heating and air treatment
- +Closing and security
- +Ceilings, partitions and glazing
- +Wall lining
- +Services for furniture and layout
- +Floor and floor covering
- +Awnings, blinds, showcases

#### DECORATION

- +Accessories
- +Floral decoration

#### FURNITURE

- +Bedding
- +Ornamental woodwork
- +Hotel furniture
- +Restaurant and bar furniture

#### OUTDOOR FURNITURE AND ACCESSORIES

- +Furniture and furniture accessories
- +Fabrics, panels, curtains
- +Carpeting

#### +LIGHTING

- +Electrical accessories
- +Lighting appliances
- +Wall fixture
- +Picture lighting systems
- +Outdoor lighting
- +Lighting management
- +Floor lamps
- +Desk lamps
- +Table lamps
- +Ambient light
- +Room luminaire
- +Chandelier
- +Projectors, lighting spots, suspended luminaire

#### SIGNING AND ACCESSORIES

- +Signs
- +Hotel and restaurant accessories

#### BATHROOM, FITNESS AND WELLNESS

- +Bathroom equipment
- +Sports and fitness equipment
- +Bathroom material
- +Bathroom furniture
- +Disposable bathroom products, sanitary, beauty, health

### 2. HOTEL AND RESTAURANT SERVICES

#### INSTITUTIONS

- +Associations, unions, governments

#### EDUCATION

- +Schools, training, certification (HACCP, etc.)

#### LINEN

- +Linen
- +Linen rental
- +Professional apparel

#### SERVICES

- +Real estate agencies specialized in hotels and restaurants
- +Recruitment agencies
- +Architects, designers, interior decorators
- +Banks, insurances and other financial services
- +Consultants, training and recruitment
- +Equipment and product distributors for food service
- +Equipment rentals for receptions and events
- +Cleaning, extermination and hygiene services
- +Promotions, marketing and customer loyalty programs
- +Warehousing and transportation services
- +Other services

#### MEDIA AND PUBLICATIONS

- +Magazines, newspapers, trade publications
- +Newspaper and magazine distribution

### 3. FOOD SERVICE EQUIPMENT AND TECHNOLOGY

#### KITCHEN ACCESSORIES

- +Accessories
- +Service material
- +Cutlery, crockery, glasses

#### LAUNDRY AND HYGIENE

- +Bleaching and dry cleaning material
- +Hygiene and maintenance materials and products
- +Uniforms, shoes, gloves, headgear
- +Cleaning and maintenance products

#### COFFEE SHOP AND BAR

- +Vending machines
- +Coffee machines
- +Coffee shop, bar and snack-bar material and equipment

#### KITCHEN MATERIAL AND EQUIPMENT

- +Power
- +Professional kitchen equipment
- +Air, water and waste treatment equipment
- +Installer, kitchen layout
- +Professional kitchen material

#### TECHNOLOGY AND NETWORKS

- +Audiovisual technologies
- +IT, hardware, software
- +Software for hotels, restaurants
- +Leisure, games
- +Entertainment material
- +Security, surveillance systems
- +Telecommunications, phones
- +Payment terminal
- +Cash registers and accessories
- +Computers, software and accessories