



**MAY 30  
TO JUNE 2 2010**  
**MRIA CONFERENCE**  
THE WESTIN HARBOUR CASTLE, TORONTO

# T R A D E S H O W

## CONTRACT FOR EXHIBIT SPACE

EXHIBIT OPPORTUNITIES ARE LIMITED.

### REQUESTED BOOTH SPACE/SIZE

#### A) Single

\_\_\_ Single Booth(s) 10' wide x 8' deep Qty \_\_\_\_\_ @ \$2,000 CDN per booth + GST (\$2,100) = \$ \_\_\_\_\_  
 \_\_\_ Additional Exhibitor Badge(s) (unlimited) Qty \_\_\_\_\_ @ \$300 CDN per booth + GST (\$315) = \$ \_\_\_\_\_

#### B) Double

\_\_\_ Double Booth(s) 20' wide x 8' deep Qty \_\_\_\_\_ @ \$3,500 CDN per booth + GST (\$3,675) = \$ \_\_\_\_\_  
 \_\_\_ Additional Exhibitor Badge(s) (unlimited) Qty \_\_\_\_\_ @ \$300 CDN per booth + GST (\$315) = \$ \_\_\_\_\_

**Total paid including GST: = \$ \_\_\_\_\_**

Full (100%) payment is due with this application. Your booth payment includes ONE full conference registration package per single booth. Additional pass(es) are available at a cost of CDN\$300.00 each; they include breakfasts, all breaks and lunches, but exclude the conference and keynote sessions and do not include tickets for the Golden Gala and for the Party. Questions about the tradeshow? Contact Jan Raeburn from aNd LOGISTIX at jraeburn@andlogistix.com

Please Print or Type

Company Name \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

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

Tel ( \_\_\_\_\_ ) \_\_\_\_\_ Fax ( \_\_\_\_\_ ) \_\_\_\_\_

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

Contact for exhibit space/correspondence: \_\_\_\_\_ Email: \_\_\_\_\_

Person in charge of Exhibit at Show: \_\_\_\_\_

Booth Selection: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

We request that our location or booth(s) not be adjacent to the following exhibitors: \_\_\_\_\_

Opportunities for sponsorship and advertising are available. All sponsors will be acknowledged throughout the conference.

Would you be interested in sponsoring?  Yes  No  Under Consideration

For more information about a sponsorship, contact Dan Kirkland at dkirkland@harrisdecima.com

Please make cheque payable to Marketing Research and Intelligence Association or charge to:

VISA  MASTERCARD  AMERICAN EXPRESS

Card # \_\_\_\_\_ Expiry \_\_\_\_\_

Name on Card \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

I have read and understood the exhibitor rules and regulations and fully accept the contract:

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please email or fax this application form to MRIA. An online receipt will be sent to you following review of the application and processing of the payment by MRIA. aNd LOGISTIX will contact you at a later date regarding the assignment of booths. Payment in full must be enclosed. MRIA reserves the right to reassign a booth for the overall improvement of the show layout. This Contract may be cancelled by either party only if the other party receives notice in writing at least 90 days prior to the show's installation date. If the exhibitor cancels after this date, he/she is liable for full payment of space rental.



Please return this completed form with payment to:

MRIA  
2600 Skymark Avenue  
Building 4, Unit 104  
Mississauga, Ontario L4W 5B2  
Tel: Erica Klie at 905-602-6854 x 8727  
Toll Free: 1-888-602-MRIA (6742)  
Fax: 905-602-6855  
events@mria-arim.ca

# RULES AND REGULATIONS

1. Exhibitors will be required to abide by all rules and regulations as established by aNd Logistix, the event managers, and the Market Research and Intelligence Association (MRIA) (herein referred to as Management).
2. Management reserves the right to reject or prohibit exhibits or exhibitors deemed by management not to meet the goals of the MRIA conference, or to relocate exhibitors when it is Management's opinion that such moves are necessary for the maintenance of the quality, traffic flow, character and good order of the show. The Exhibitor agrees to abide by all rules adopted by management, and further agrees that management shall have the final decision in the adoption of any rules and regulations deemed necessary prior to, during, and after the show.
3. Exhibit space may not be transferred or sublet without the written permission of Management.
4. Exhibits must be wholly contained within the exhibit space. Sales activity, demonstrations, and distribution of any printed matter, souvenirs, or any other materials shall be confined to the Exhibitor's booth.
5. In the event that the Exhibitor fails to make all payments by the time appointed herein, all the rights of the Exhibitor shall be terminated; any and all payments on the Exhibitor's account prior to said time may be retained by Management as incurred damages and not as penalty; and Management may rent the space to other exhibitors.
6. The Exhibitor is not permitted to supply or sell food or beverages within the exhibit space. There must always be at least one key representative present at the booth during show hours.
7. The Exhibitor shall not conduct him/herself, or operate any equipment at a level of sound that is deemed, at the sole discretion of Management, to be detrimental to the welfare of the show or other exhibitors.
8. The Exhibitor agrees that no display will be dismantled or goods removed during the run of the show and that the exhibit must remain intact until closing on the last day. The Exhibitor also agrees to remove his/her exhibit, equipment and apparatus from the show building by the final removal time, or, failing to do so, agrees to pay all such additional costs as may be incurred.
9. The Exhibitor agrees to comply with all privacy laws, including the Personal Information and Electronic Documents Act, particularly with respect to any personal information about an identifiable individual, collected, used or disclosed during, or in connection with, the show.
10. Reasonable security shall be provided at all times on the show premises, primarily to assure public safety. The Exhibitor's property shall be placed on display at the Exhibitor's own risk; Management assumes no liability for loss or damage thereto. The Exhibitor shall assume all responsibility for loss or damage to his/her property due to theft, fire, flood or any other cause beyond the control of Management.
11. The Exhibitor agrees to indemnify Management and any of its agents, partners, employees or sponsors against liability for (1) damages, claims, costs or expenses (including legal fees) arising from any injury or damage to said Exhibitor, his/her agents, employees, invitees, or other exhibitors or their property, and/or (2) any breach by said Exhibitor, his/her agents, or employees of any applicable privacy laws. By virtue of the terms of this agreement, the Exhibitor shall be liable for any damages to the building and/or furniture and fixtures contained therein, the hallways and entrances therein, or the hallways and entrances thereto.  
  
This liability also extends to any materials used in Management's demonstration and sales activities.
12. The Exhibitor shall provide to Management a certificate of insurance issued by his/her insurance agent/broker (such certificates are generally available at no additional cost). This certificate must certify that the Exhibitor has general liability insurance which is effective between the installation and removal dates, and that the amount of this insurance is no less than \$500,000. Exhibitors who have not supplied this certificate will not be allowed to set up their exhibits.
13. In the event that the building is destroyed by fire or the elements, or if any other circumstances whatsoever should occur making it impossible for Management to permit exhibitors to occupy the premises, or if the show is cancelled, the Exhibitor shall pay for his/her exhibit space only for the period during which that space was or could have been occupied; and Management will in no way be responsible for any claims or damages that might arise in consequence thereof.
14. Exhibits must comply with fire regulation. All display materials must be fireproof.
15. The sale of articles is prohibited unless they bear the label of a recognized testing laboratory, such as CSA, CGA or ULC, or they have been locally approved by the minister having jurisdiction. Furthermore, these articles must conform to all copyright and trademark laws, as applicable.
16. Management reserves the right to appoint all show services and will make all relevant information available to exhibitors. Such items as carpets and furniture may be rented from display contractors. Such items are not covered by this contract.
17. This contract may be cancelled by either party only if the other party receives notice in writing at least ninety (90) days prior to the show's installation date. If the Exhibitor cancels after this date, he/she is liable for full payment of space rental.