



Fall 2015

Exhibitor Package

www.LondonBabyExpo.com



Premium exhibit spaces at the Expo!

Exhibit at the Expo and grow your business!

Event Dates: Saturday, October 24, 10:00am-4:00pm
Sunday, October 25, 10:00am-3:00pm
Set up, Friday, October 23, 1:00pm-9:00pm

Below booths are space only, and tables can be rented for \$55

5 x 10 Space **\$360**

- 5 feet deep by 10 feet wide space
- Pipe/drape black backdrop & 3 ft walls

10 x 10 Booth **\$540**

- 10 feet deep by 10 feet wide space
- Pipe/drape black backdrop & 3 ft walls

10 x 20 Booth **\$950**

- INCLUDES Corner Placement
- 10 feet deep by 20 feet wide space
- Pipe/drape black backdrop & 3 ft walls

More important Information:

Exhibitors are responsible for their insurance coverage during the Expo. Please see the terms and conditions for more information.

Exhibitors are responsible for any other items required, including tables, racks, displays, etc.

Building floor is concrete. Carpeting can be rented by request.

All of our fantastic exhibit spaces include:

- Two exhibitor badges to the Expo
- Unlimited discount admission postcards for customers - "Save \$2 on Adult Admission"
- Goody bag item placement
 - Physical item is required (samples, candy, etc) no brochures alone.

300 goody bag items must be delivered to the Our London office at 1074 Dearness Drive, Unit 80, London ON before October 14, 2015.



2015 EXHIBIT SPACE APPLICATION CONTRACT

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Saturday October 24, 2015 (10:00am-4:00pm) and Sunday October 25, 2015 (10:00am-3:00pm) 2015

Set-up: Friday October 23, 2015 (1:00pm-9:00pm)

Western Fair District, Progress Building, 900 King Street, London, Ontario

The undersigned, (hereinafter called the “**Exhibitor**”), hereby applies for space at the London Baby Expo, **October 24 & 25, 2015**, at the **Western Fair District, Progress Building at 900 King Street, London, Ontario** (the “**Festival**” or “**show**”). Exhibitor agrees to abide by the Terms and Conditions as stated on the reverse of this Exhibit Space Application Contract, and the policies, rules and regulations contained in the Exhibitors Package. The London Baby Expo, a division of Metroland Media Group Ltd. (“**Management**” or “**Show Management**”) reserves the right to assign space in order to benefit the overall Festival.

Applications must include the application paperwork, proof of insurance form, and the deposit to be considered.

Business Name: _____ Contact: _____

Address: _____ City: _____

Province: _____ PC: _____ Telephone: _____

Email: _____ (allow mail from Baby Expo manager)

Website: _____

Business description (100 characters for Expo website): _____

Will you be selling at the event? _____ Will you be selling food, or offering samples? _____

I will be doing a draw or contest at my booth: Yes _____ No _____ **See Terms and Conditions for requirements.**

Physical items are welcome for goody bag placement. 300 items must be delivered to

1074 Dearness Drive, Unit 80, London ON

or call your Event Manager to arrange pick up.

* items must be delivered by October 14, 2015

Selection of Exhibit and Services

EXHIBIT SPACE:

5' x 10' Space \$360 _____

10' x 10' Space \$540 _____

10' x 20' Space \$950 _____

Booths are space only, tables can be added below.

SERVICES:

8 ft Skirted Table \$55 _____

Corner Booth Placement \$50 _____

10 x 10 Carpeting \$95 _____

Electricity Hook-up & Inspection \$75 _____

Extra Exhibitor Badge \$4 _____

Please contact us for any other booth needs.

SUBTOTAL: _____ **+ 13% HST** _____ **= TOTAL OWING:** _____

**2015 EXHIBIT SPACE APPLICATION CONTRACT**

Saturday October 24, 2015 (10:00am-4:00pm) and Sunday October 25, 2015 (10:00am-3:00pm) 2015

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Western Fair District, Progress Building, 900 King Street, London, Ontario

**PAYMENT**

Cardholder's name _____ Signature _____

I authorize Metroland Media Group Ltd. to process a payment for (please check one):

- **50% deposit only** (full payment is due by October 1, 2015 via credit card or post dated cheque) or
- **Payment in full**

☐ I will pay by credit card: ☐ MasterCard ☐ Visa Amount to be charged: _____

Credit Card #: _____ Expiration Date: ____ / ____ CVC: ____

☐ I have sent a cheque

FOR OFFICE USE ONLY

DEPOSIT RECEIVED \$ _____ METHOD OF PAYMENT _____

THE APPLICATION FOR EXHIBIT SPACE HAS BEEN ACCEPTED AND EXHIBIT SPACE HAS BEEN ASSIGNED: Date: _____

Booth No.(s): _____ Sales Rep.: _____ Account # _____ Ad # _____ Order # _____

PROOF OF INSURANCE

Each Exhibitor must provide Show Management with a certificate of Insurance from its insurer, evidencing a minimum of \$2,000,000.00 General Liability Coverage, Inclusive of bodily injury and/or property damage for each occurrence.

Each Certificate of Insurance must also name the following parties as Additional Insureds:

- Metroland Media Group Ltd.
- Western Fair Association, 316 Rectory Street, London Ontario N5W 3V9
- The City of London, 300 Dufferin Avenue, London Ontario, P.O. Box 5035 N6A 4L9

AUTHORIZING SIGNATURE – SIGN BELOW TO COMPLETE YOUR APPLICATION

I hereby apply for exhibit space. If accepted, I hereby agree to abide by the attached Terms and Conditions and all rules, regulations and policies of the Festival contained in the Exhibitor Package and otherwise communicated to me in connection with the Festival.

Authorizing Signature: _____

Name: _____

Title: _____



EXHIBIT SPACE APPLICATION CONTRACT TERMS AND CONDITIONS

SPACE RENTAL PAYMENT

APPLICABLE DEPOSIT MUST ACCOMPANY THIS APPLICATION. Balance due and payable 60 days prior to the show. If balance is not received by the deadline, Exhibitor waives all rights to the space contracted and Show Management will not guarantee space at the requested location specified in the contract. Full payment is compulsory in advance of move-in dates. London Baby Expo, a division of Metroland Media Group Ltd. (referred to herein as "Show Management," "Management" or "Metroland") reserves the right in its absolute discretion to grant or refuse any request from individuals or companies wishing to exhibit in the show.

CANCELLATION POLICY

Booth space must be cancelled in writing. Cancellation received 90 days or more prior to the first show day – 100% of booth payments will be refunded. Cancellation received within 31-89 days prior to the first show day – 50% of booth payments refunded. Cancellation received within 30 days of the first show day, or Exhibitor fails to occupy booth space without notice, 0% of booth payments refunded and Exhibitor will be liable for any unpaid balance of the contract.

EXHIBIT SPACE

Show Management agrees to provide a standard display area. Unless otherwise specifically set out herein, carpet, furnishings, tables, décor etc. are the sole responsibility of the Exhibitor. Exhibitors will be responsible for the set up of their own exhibit. The Exhibitor agrees to confine its activities to the exhibit space.

SUBLETTING

Subletting space is prohibited. The Exhibitor shall not assign, sublet or apportion the whole or any part of the space allocated by Show Management to the Exhibitor.

ASSIGNMENT OF EXHIBIT SPACE

Exhibit space will be allocated by Show Management. Show Management reserves the right to relocate exhibits which may be affected by a change in the floor plan, or in the interests of optimum traffic control and exhibit exposure. Show Management will not be held liable if competitive exhibitors are adjacent to or opposite each other, but, if possible, efforts will be made to allocate space on a basis fair to all exhibitors.

SET-UP

All exhibitors must be set up within the time schedule specified in the Exhibitor Package. No major changes to displays are permitted during public show hours. Show Management shall have the right to open any booth where an exhibitor is absent during show hours. Show Management will not be responsible to an exhibitor for any loss or damage caused as a result of the booth being opened and unattended during show hours.

ARRANGEMENT OF EXHIBITS

Displays must not protrude beyond the measured booth dimensions or obstruct a clear view of the neighbouring booths, and may not be taller than 8 ft. in height except in specified areas. Please advise at time of application if display exceeds 8' in height. Exhibitor may not attach displays to walls, structural supports, or flooring in the exhibit building by nails, screws, bolts or permanent cement, nor may it suspend anything from the ceiling or rafters. No exhibitor shall permit the exposure of any unfinished surface to neighbouring booths. If Exhibitor fails to correct the unfinished part, Show Management will have the right to finish such outside partitions. The cost of such repairs shall be paid by the Exhibitor to Show Management upon demand being made. Show Management reserves the right to restrict the use of glaring or irregular lighting effects.

DISMANTLING AND REMOVAL

No exhibitor shall dismantle or remove any part of its display before the time scheduled as specified in the Exhibitor Package. Any material remaining after the cut off time may be removed by Show Management at Exhibitor's expense.

CHARACTER AND CONDUCT

All displays and promotional literature must be in good taste. The product or service must be presented in a professional manner and no carnival or side show sales tactics will be permitted. Free samples may be distributed at Exhibitor's risk. Orders for products may be taken and merchandise may be sold at cash retail prices. Raffles and giveaways may be conducted but only with the prior written approval of Show Management. The sale and/or distribution of wine, liquor or beer is strictly prohibited in the exhibit hall, except with the prior written consent of Show Management. If consent is given, the Exhibitor must comply with all relevant laws and regulations. If in the opinion of Show Management an exhibitor or its servant or agents conduct themselves in an objectionable manner, Show Management reserves the right to expel them from the show. In such circumstances, Show Management will not be liable for any damage or loss to the Exhibitor or the person expelled, nor will there be any refund of exhibitor fees.

NOISE AND MACHINERY

Show Management shall have the right to stop the display, demonstration of or the running of an engine or machine which by causing vibration, noise, smoke, smell or any of them is considered in the sole discretion of Show Management to be a nuisance. The Exhibitor shall at the request of Show Management stop the use of any loudspeakers, microphones, amplifiers, musical instruments, gramophones, radios, film, television or similar equipment. The Exhibitor shall not have on its stand or exhibit or display at the show any goods of an explosive, inflammable, obscene or noxious nature. Show Management reserves the right to refuse or terminate the exhibit, distribution or sale of any article which they may in their sole discretion deem unsuitable or objectionable or deceptive to purchasers.

CARE

Exhibit must be attended during all show hours by at least one representative of Exhibitor. It is the Exhibitor's responsibility to keep its area clean and orderly throughout the show and to ensure it is ready for opening at the time the show opens each day.

GENERAL SHOW AREA

All lobbies, corridors, aisles, restrooms, food and beverage concessions, and special assembly rooms will be considered as general 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 Exhibitor may use the name of the show to promote only its participation at the show. It cannot be used in any way that is perceived as an endorsement by Show Management of the Exhibitor's company, product and/or service. The Exhibitor acknowledges that damages are not a sufficient remedy and consents to a court injunction to prevent any unauthorized use of any trademarks or trade names in use by or the property of Metroland. Exhibitor grants Show Management the right to use the name of the Exhibitor as a part of its advertising for the limited purpose of communicating that the Exhibitor is displaying its products or services at the show.

DRAW, PROMOTIONAL GIVE-AWAYS AND MAILING LISTS

All Exhibitor draws and promotional giveaways must be approved by Show Management prior to the show, but such approval shall not construed to mean that Show Management deems the draw or giveaway to be legally compliant. All Exhibitor draws and promotional giveaways must be free and clear of any financial obligation on the part of the winner and must be in compliance with all applicable laws. Exhibitor is solely responsible to ensure that its promotional activities are in compliance with all applicable laws. All contest terms and conditions, and list of prizes available and their value must be clearly posted. Show Management reserves the right to cease any promotional activities 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, unless otherwise consented to by participating individuals.

BADGES AND PASSES

Exhibitor badges will be issued only to companies named on the Exhibitor's application or such other persons as may be approved by Show Management. No free admission passes will be distributed.

SECURITY, SAFETY, FIRE AND HEALTH

The Exhibitor will assume all responsibility for compliance with local, city and provincial safety, fire and health ordinances regarding installation and the operation of its exhibit. Exhibitor shall be properly insured for same. Security will be provided by Show Management throughout move-in, show and take-down hours. Except during show hours and where possible, doors will be locked and guards will be on the premises. Limited access will be provided at other times only to bona fide exhibitors and their authorized representatives. Such admittance will be by badge only. The removal of material from the show floor is prohibited, except where such removal is granted on application in person to Show Management. Security will permit removal only on presentation of a property pass (Security Release Form) issued by Show Management and signed by both the Exhibitor and Show Management. Invoices must be supplied to the purchaser of any merchandise sold. Invoices must be shown to security prior to removal of the merchandise from the premises.

SHOW MANAGEMENT LIABILITY AND EXHIBITOR'S INSURANCE

Show 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 servants, employees, agents or guests or by any other person (c) any loss, damage, liability, injury, expense or cost whatsoever suffered by the Exhibitor by reason of any change in the date, time or place of Exhibition or the abandonment thereof. The Exhibitor shall be liable for and will indemnify and hold harmless Metroland and its parent, affiliates and related companies and their respective directors, officers, employees and agents from any and all liability, causes of action, claims, demands or proceedings whatsoever, whether by common law or statute, arising out of or in any way related to the Exhibitor's participation in the show and/or Exhibitor's products and/or services (including but not limited to any claim for bodily injury, death or property damage). Exhibitor agrees to provide Show Management with a certificate of insurance showing a minimum of \$2,000,000.00 in general liability coverage (inclusive of bodily injury, death and property damage) for each occurrence. Metroland the owner of the building and the City of London must be named as additional insureds. If Show Management is prevented from holding the show by any cause beyond its control or if it cannot permit the Exhibitor to occupy its rented space due to circumstances beyond its control including, but not limited to, strike, fire, civil disobedience, inclement weather, lockouts, acts of God, and suppliers, Show Management shall have no further obligation or liability to the Exhibitor. Any contractual agreements made between the Exhibitor and any supplier shall be between those parties and Show Management shall not be a party thereto nor shall it incur any liability on behalf of any one in such contractual arrangements. The Exhibitor shall at its own expense employ the officially appointed contractors as stated in the show brochure or otherwise indicated by Show Management for any and all required electrical work. The Exhibitor shall not interfere with any of the services carried out in respect of the show premises.

GENERAL

All matters and questions not covered by these Terms and Conditions are subject to the sole decision of Show Management. In addition, Show Management shall have full discretion in the interpretation and enforcement of all terms and conditions contained herein and the authority to make such amendments thereto and such further rules and regulations governing the conduct of the show as it shall consider necessary for the proper presentation of the show. Exhibitor agrees to abide by all decisions of Show Management and further agrees to cease any activity that the Show Management in its discretion deems to be a violation of the terms and conditions and to follow the directive of Show Management. This Agreement shall be governed by, and construed in accordance with, the laws of the Province of Ontario and the federal laws of Canada applicable therein. Any court of competent jurisdiction within the Province of Ontario will be the exclusive jurisdiction and venue for any disputes arising out or relating to this Agreement.



We are here for you!

We want to provide a fantastic event for our exhibitors with a smooth and enjoyable application process. Contact us for more information on the London Baby Expo or to book your exhibit space or sponsorship today.

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The London Baby Expo is owned and
operated by Metroland Media
in London, Ontario

www.LondonBabyExpo.com