

bakery showcase 2010

May 16 - May 18 International Centre Toronto (Mississauga) ON Canada
EXHIBIT SPACE APPLICATION & CONTRACT

Step 1 Company Information & Authorization

Company Name _____ Web-Site: _____
 Address _____
 City _____ State/Prov _____ Postal code/zip _____ Country _____
 Telephone () _____ Fax () _____ E-Mail: _____
 Contact: Mr/Ms/Mrs _____ Title _____
 *Signature: _____ Date: _____

*Baking Association of Canada is hereby authorized to reserve space for our use in the exhibit hall at Bakery Showcase 2010. Signature and payment constitutes company agreement to abide by all of the rules and regulations governing this exhibition as outlined in the Terms & Conditions that accompanies this application (initial, date and return to BAC to acknowledge you have read the Terms & Conditions), and the Exhibitor Manual and any bulletins issued in advance of the event. Once a booth number has been assigned, written confirmation will be sent to the contact listed above, together with a receipted invoice.

Booth Coordinator same as above otherwise complete the contact information below

Company Name _____ Web-Site: _____
 Address _____
 City _____ State/Prov _____ Postal code/zip _____ Country _____
 Telephone () _____ Fax () _____ E-Mail: _____
 Contact: Mr/Ms/Mrs _____ Title _____

Business profile: (one only)

- Manufacturer Broker
 Distributor Importer
 Manufacturer & Distributor Service Provider
 Other _____

Which product categories do you represent? (all that apply)

- Ingredients Equipment
 Finished Products/Frozen Dough Packaging
 Service & Supplies Maintenance/Sanitation Equipment
 Decorations Other _____

Regions in which you are most interested in marketing your products: (all that apply)

- Ontario Eastern Canada Western Canada Eastern USA Central USA Western USA Other _____

Please indicate which type of attendee you are looking to meet at the event (all that apply)

- Retail Bakers Bakery In-Store Wholesale/Commercial Bakers Foodservice Other _____

Step 2 Space Requirements & Assignment Information

Our desired exhibit size: _____ ft. depth by _____ ft. frontage for a total of _____ sq.ft.* * Minimum booth size: 10 ft x 10 ft = 100 sq.ft.

Our booth preferences are:

1st _____ 2nd _____ 3rd _____ 4th _____

Note: Booth assignments will be based on the criteria established in the Terms & Conditions, Section 7.

To assist in the assignment of exhibit space, please list any companies who have product lines competitive with yours.

1. _____ 2. _____ 3. _____

What product/equipment/service will you be exhibiting? _____

Step 3 Exhibit Costs & Payment

_____ sq.ft. (from Step 2) @ \$20.35 = \$ _____ ①
 _____ corner premiums @ \$250 each = \$ _____ ②

Discounts:

- BAC Member Discount: total sq.ft. x \$3.85 \$ (_____) ③
- Bulk Space Discount: (valid for 400 sq.ft. or more) (total sq.ft. x \$3.05) \$ (_____) ④

Optional:

- Company hot link from BAC web-site \$ _____ ⑤

(BAC Member \$100; Non-Member \$150)
 web-site address: _____

Subtotal (①+②-③-④+⑤) \$ _____ ⑥

5% GST from line ⑥ (BN# 887064798 RT) \$ _____ ⑦

Total Cost (⑥+⑦) \$ _____ ⑧

Deposit required is:

- 25% of ⑧ if booked before Sept 30/09
- 50% of ⑧ if booked Sept 30/09 - Jan 31/10
- 100% of ⑧ if booked after Jan 31/10

Enclosed is \$ _____ as a deposit for exhibit space at Bakery Showcase 2010.

- Cheque (payable to Baking Association of Canada)
 VISA Mastercard AMEX

Credit Card Number _____

Expiry Date (mm/yy) _____

Signature _____

Cardholder's Name _____

Mail or fax with deposit to:

Baking Association of Canada
 7895 Tranmere Drive, Suite 202, Mississauga, Ontario L5S 1V9
 Tel: 905-405-0288, 888-674-2253, Fax: 905-405-0993,
 E-Mail: info@baking.ca, Web-site: www.baking.ca

FOR BAC OFFICE USE ONLY		Date rec'd _____
Member	Yes _____ No _____	Booth Assigned _____
New Exhibitor	Yes _____ No _____	Dimensions _____
Date Assigned	_____	Sq.Ft. _____
Contract #	_____	# of Corners _____

bakery showcase 2010

May 16 - May 18 International Centre Toronto (Mississauga) ON Canada

EXHIBIT TERMS & CONDITIONS

Bakery Showcase is produced by the Baking Association of Canada (BAC). Please initial and date each page to acknowledge you have read the Exhibit Terms & Conditions for this event. **Note: Booth assignments will not be made unless the Exhibit Terms & Conditions are returned with the Exhibit Space Application.**

1. CONTRACT: The Application for Exhibit Space when, and if, accepted by BAC shall constitute a contract between the Exhibitor and BAC and, in addition to its terms, shall include and incorporate the Exhibitor's Terms & Conditions, the tentative floor plan which the parties acknowledge may be amended and modified by BAC and the Operating Rules which will be sent to the Exhibitor as part of the Exhibitor's Manual.

2. SHOW DETAILS: The license given hereunder is solely for the use and occupation of the space allocated to the Exhibitor and is for the period outlined below.

SHOW DATES:

Sunday, May 16, 2010 12:00 noon - 5:00 pm
Monday, May 17, 2010 12:00 noon - 5:00 pm
Tuesday, May 18, 2010 12:00 noon - 5:00 pm

SHOW LOCATION: International Centre, Hall 3, 6900 Airport Rd, Mississauga, ON L4V 1E8

MOVE-IN DATES: Friday, May 14, 2010 and Saturday, May 15, 2010 according to a schedule to be developed by BAC. Exhibitors will not be allowed to move-in outside their allocated time period.

MOVE-OUT DATES: Tuesday, May 18, 2010, 5:30 pm - 9:00 pm and Wednesday, May 19, 2010, 8:00 am - 12:00 noon.

3. EXHIBIT SPACE RATES: Quoted in Canadian dollars, exclusive of 5% Federal GST (Goods and Services Tax) Minimum exhibit size is 10'x10'=100 sq.ft. Various sizes and configurations can be accommodated.

Single In-Line Booth (10'x10' unit) \$ 2,035
Corner Premium (exposure on 2 sides) \$ 250

EXHIBIT SPACE RATES INCLUDE:

- 15 hours of exhibit time
- Draped booth - 8' high x 10' wide backwall, 3' high railing drape to aisle
- Materials handling from loading docks to booth (uncrating, assembly & spotting available at additional charge)
- Removal, storage and return of shipping crates
- 24 hour perimeter security coverage
- On-site refrigerated and freezer storage (user fee required)
- Attendee Lead Retrieval System (user fee required)
- 5 exhibitor badges per 100 sq.ft. (up to a maximum of 25 badges)
- 5 complimentary Baker/Retailer/Foodservice Passes per 100 sq.ft. (additional passes available at discounted rates)
- Discounted Trade Show Admission for contracted exhibitor company employees (proof of employment will be required before badge will be issued)
- Company name pre-promotion in Attendee materials (if contracted by printing deadlines) and on BAC's web-site (hot link to company web-site available at additional cost; booths 400 sq.ft. or greater receive complimentary hot link)
- Pre-promotion of In-Booth activities including new products, show specials, prize draws, demonstrations and guest/celebrity appearances on BAC's web-site
- Company listing in Official Program Guide published by Bakers Journal (if contracted by printing deadline) or in On-Site Addendum (if contracted after Official Program Guide printing deadline and before May 7, 2010)
- On-site show service contractors
- Exhibit Customer Service including Exhibitor updates and reminders
- Comprehensive Exhibitor Manual including operating rules, official contractor information, order forms and general information
- Opportunity to provide a New Product Presentation to a group of attendees (Time slots are limited each day)
- New exhibitor program (to participate in this program, company must not have participated in the 2006 or 2008 edition of Bakery Showcase)

BAC MEMBERS ALSO ENJOY THE FOLLOWING:

- \$385 discount on single in-line booth cost (almost 19% discount per 100 sq.ft.)
- Up to 30 cu.ft. of refrigerated or freezer storage (a \$150.00 value)
- Additional 5 complimentary Baker/Retailer/Food Service Passes per 100 sq.ft.
- Discount on hot link to company web-site (a \$50 value)



Initials: _____

Date: _____

PLEASE INITIAL, DATE AND RETURN TO BAC WITH THE EXHIBIT SPACE APPLICATION

4. PAYMENT REQUIREMENTS: The Application for Exhibit Space must be accompanied by the appropriate payment in accordance with the schedule listed below. Applications will not be processed nor assigned space without the required payment.

If application is submitted:

Before Sept. 30/09
Sept. 30/09 – Jan. 31/10
After Jan. 31/10

Payment required is:

25% of total booth cost plus GST
50% of total booth cost plus GST
100% of total booth cost plus GST

Note: Any exhibit space that has not been paid for in full by close of business January 31, 2010 can be reassigned or cancelled without refund at the discretion of BAC.

5. REFUNDS AND CANCELLATION CHARGES: In the event an Exhibitor whose Application for Exhibit Space has been processed and accepted wishes to cancel prior to January 31, 2010 a refund of the money deposited less 30% of the total exhibit space cost and applicable GST will be returned if the notice of cancellation is received by BAC in writing prior to January 31, 2010. There will be no refund of exhibit space payments for cancellations made on or after January 31, 2010, even if the cancelled space is subsequently resold.

BAC reserves the right to terminate this contract and to withhold from the Exhibitor possession of exhibit space and all space rental fees paid if: (a) the Exhibitor fails to pay all space rental charges by January 31, 2010; (b) the Exhibitor fails to set up an exhibit consistent with the prime purpose of the Exhibition during the assigned move-in times or (c) the Exhibitor fails to perform any material terms or conditions of the contract or refuses to abide by these Terms and Conditions. Should this contract be terminated in this manner the Exhibitor shall forfeit, as liquidated damages, the amount paid for space rental (including GST), regardless of whether or not BAC resells the space involved.

In case the Exhibition shall not be held for any reason whatsoever, then and thereupon the license of space to the Exhibitor shall be terminated. In such case, the limit of the claim for damage and/or compensation by the Exhibitor shall be the return to the Exhibitor of the amount received by BAC from the Exhibitor for license of the space. If the Exhibition is terminated for any reason during the term of the license, the amount to be refunded to the Exhibitor shall be prorated based on the proportion of the term expired up to the termination.

6. NON-DELIVERY OF THE BUILDING: BAC will not be liable for failure to deliver the space in the event of the building becoming unavailable through fire, act of God, public enemy, strikes, the authority of law or any other cause beyond its control.

7. ALLOCATION OF EXHIBIT SPACE: Whenever possible, space assignments will be made in keeping with the preferences as to location by the Exhibitor. During the initial assignments, if two or more Exhibitors request the same location in its original configuration, the Exhibitor who is a member in good standing with BAC will be given preference. In the event two or more firms who are members in good standing with BAC request the same space, the application and deposit with the earliest date received will be considered first. BAC reserves the right to make the final determination of all space assignments and configurations in the best interest of the Exhibition.

8. SUBLETTING OF EXHIBIT SPACE: Exhibitors may not assign, sublet or share their exhibit space with another business or firm unless approval has been obtained in writing from BAC. Exhibitors must show goods manufactured or dealt by them in the regular course of business. Should an article of a non-exhibiting firm be required for operation or demonstration in an Exhibitor's display, identification of such article shall be limited to the usual and regular nameplates and imprint or trademark under which the same is sold in the general course of business.

9. ELIGIBLE EXHIBITS: The purpose of this Exhibition is to provide a forum whereby suppliers of ingredients, products, equipment, services and technology can meet and sell to companies that produce finished baked goods for sale or resale. As such, all Exhibitor's products and services must be of this nature. BAC reserves the right to remove, decline or prohibit any exhibit or part of an exhibit or proposed exhibit which, in its opinion, is not suitable to or in keeping with the character of the Exhibition. Associations, educational institutions and government departments are eligible to exhibit.

10. LIABILITY: Neither BAC, nor the International Centre, nor the official contractors charged with providing the services can be held responsible for any injury, loss or damage that may occur to the Exhibitor's employees, agents or property from any cause whatsoever, or which may be sustained by any person who may be on the premises contracted to the Exhibitor, or watching, observing or participating in any demonstration or exhibit of the Exhibitor. Exhibitor and Exhibitor's contractors and its insurers will not subrogate against BAC for theft of, loss of or damage to Exhibitor's or Exhibitor's contractors' property while in transit to, within and in transit from the confines of the International Centre. It is agreed by the parties that the nature of the facilities available, the presence and circulation of large numbers of people, the difficulty of effective supervision over the protection of large numbers of removable articles in numerous booths, and various other factors make it reasonable that each Exhibitor shall assume the risk of any injury, loss or damage, and the Exhibitor by signing the contract hereby assumes such risk and expressly releases the organization and individuals referred to above from any and all claims for any such loss, damage or injury. Protection against unauthorized removal of property from the booth occupied by the Exhibitor shall be the Exhibitor's responsibility and that it is the sole responsibility of the Exhibitor to obtain such insurance protection.

NOTE: BAC will provide security guards from the beginning of move-in, throughout the show period, until the completion of move-out on a 24 hour a day basis, but the furnishing of this service is in no case to be understood or interpreted by Exhibitors as guaranteeing them against loss or theft.



Initials: _____

Date: _____

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- 11. INSURANCE:** Exhibitor and Exhibitor's contractors shall at their sole cost and expense, procure and maintain through the term of this contract, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the contracted premises. This basic policy must comprise insurance for contractual responsibility and for civil responsibility. Such insurance shall name BAC as an additional insured.
- The Exhibitor must also meet full requirements of federal and provincial legislation covering safety at work, duly protecting every person carrying out work for their account.
- Exhibitor shall obtain and shall furnish upon request of BAC a certificate of insurance evidencing the required insurance to BAC. If the Exhibitor uses a non-official contractor it must furnish to BAC evidence of insurance as described in the Exhibitor's Manual, Insurance Requirements section.
- All property of the Exhibitor and Exhibitor's contractors is understood to remain under its custody and control in transit to, within and in transit from the confines of the exhibit hall.
- 12. DAMAGE TO PROPERTY:** The Exhibitor is liable for any damage caused to building floors, walls, or columns or to standard booth equipment, or to other Exhibitor's property. Cost for repairing any damages will be billed to the responsible Exhibitor.
- 13. CONFLICTING EVENTS:** The Exhibitor agrees not to extend invitations, call meetings, hospitality events or otherwise encourage the absence of bakers and executives from the exhibit hall, workshops and social functions during Bakery Showcase.
- 14. ADMITTANCE RESTRICTIONS:** Bakery Showcase is an event consisting of a trade show, seminars and social functions. As such, the general public will not be admitted. For safety reasons, children under 16 will not be permitted on the show floor during move-in and move-out.
- A name badge will be required for entry into the exhibit hall at all times. Badges are not transferable and those worn by other than the person to whom issued will be confiscated. Business cards are not to be used in Bakery Showcase badge holders.
- A fee will be charged for replacing a lost badge, for any extra badges required in excess of the regular allotment per booth, or for badges ordered after the order date specified in the Exhibitor's Manual.
- 15. CHARACTER OF EXHIBITS:** The general rule of the exhibit floor is "be a good neighbour". No exhibits will be permitted which interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Booth personnel, including demonstrators, hostesses and models are required to confine their activities within the Exhibitor's booth space.
- Exhibitor's Representatives: Each Exhibitor must ensure at all times during the period of the Exhibition that someone is present at their booth. All representatives should be either employees of the Exhibitor or representatives earning commissions, brokerage fees or on salary. Models and demonstrators may be hired and admitted to the exhibit hall with a badge that clearly identifies them as representing the Exhibitor.
 - Attire: Exhibitor representatives should be conservatively attired to maintain the professional and business-like climate of the exposition.
 - Sound: Sound systems will be permitted if tuned to a conversational level and if not objectionable to neighbouring Exhibitors. Motion pictures relating to Exhibitor's equipment will be permitted, provided projection equipment and screen are located in the rear one-third of the booth, and all viewers stand or sit within the booth. Sound movies will be permitted only if the sound is not audible in the aisle or neighbouring booths.
 - Lighting: In the best interest of the Exhibition, BAC reserves the right to restrict the use of glaring lights or objectionable light effects including flashing electric signs or lights.
 - Booth Exteriors: The exterior of any display cabinet or structure facing an aisle or adjacent Exhibitor's booth must be suitably finished and decorated at the Exhibitor's expense.
 - Noise and Odours: In fairness to all Exhibitors, BAC reserves the right to restrict the use of noisy or obstructive activities, noisily operating displays, or exhibits producing objectionable odours. Loud machinery should only be run for reasonable periodic demonstrations.
- 16. PHOTOGRAPHY AND SKETCHING:** Cameras may be carried in the exhibit area, but under no circumstances may photographs be taken without expressed authority of the Exhibitor concerned in each case. In the event of a dispute, the images will be confiscated, developed and the pictures and negatives/electronic files in question will be returned to the Exhibitor concerned, all at the expense of the offending individual. Sketching or drawing machinery on display is prohibited.
- 17. DISPLAY HEIGHTS:** Display material (including show cases, display or storage cabinets, electrical fixtures, wire, conduits, etc) and hanging signs, banners, flags or any other exhibit components that must be suspended from the ceiling must adhere to the Exhibit Construction Guidelines outlined in the Exhibitor's Manual.
- 18. EQUIPMENT POSITIONING WITHIN EXHIBIT:** To ensure the safety of all show participants, machinery and equipment shall be positioned so that no portion is closer than 12 inches from the aisle, subject to Show Management approval. Equipment displayed in "in-line exhibits" should be positioned so as to minimize interference with the sightline into neighbouring exhibits.
- 19. EXHIBITOR'S MANUAL:** BAC will make available to each Exhibitor an Exhibitor's Manual which shall contain a copy of the operating rules and shall provide official contractor information, order forms and guidelines on installing and dismantling of exhibits. This manual will be forwarded to the person named on the Application for Exhibit Space as the Booth Coordinator. It is the responsibility of the Booth Co-ordinator to ensure that all personnel involved in the booth are aware of the regulations.
- 20. EXHIBITOR RESPONSIBILITY:** Each Exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in this Exhibition. Compliance with such laws is mandatory for all Exhibitors and the sole responsibility is that of the Exhibitor.
- 21. INTERPRETATION OF REGULATIONS:** BAC reserves the right to make changes, amendments and additions to these Terms and Conditions at any time and all changes, amendments and additions so made shall be binding on the Exhibitor with the provision that all Exhibitors will be advised of any such changes. Any matters not specifically covered herein are subject to decision by BAC.



Initials: _____

Date: _____

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