



METRO TORONTO CONVENTION CENTRE
 SOUTH BUILDING, HALL D
 222 BREMNER BLVD., TORONTO, ON M5V 2W6

Nov 18, 2010 - 6 pm to 10 pm
 Nov 19, 2010 - 2 pm to 10 pm
 Nov 20, 2010 - Noon to 10 pm
 Nov 21, 2010 - Noon to 6 pm

2010 EXHIBIT SPACE AGREEMENT

We, the undersigned (hereinafter referred to as the "Exhibitor") offer to take, for our use, exhibition space from Gourmet Food & Wine Expo (hereinafter referred to as the "Exhibition") subject to the terms and conditions on this page and the reverse side.

EXHIBITOR INFORMATION	EXHIBITOR INFORMATION
Company Name (Promotional):	Phone:
Company Name (Billing):	Fax:
Address:	Email:
City:	Website:
Province:	Alt Contact:
Postal:	Alt Phone:
Contact:	Alt Email:

EXHIBITOR'S REQUEST FOR BOOTH SPACE

(a) Booth Dimensions: (Depth) _____ X (Width) _____ = _____ Total Square Feet
 (b) Total Cost of Space Rental: Booth cost \$ _____ (\$18/sq. ft.) Corner Premium \$ _____ (\$150/corner)
 (c) Preferred Booth Locations: First Choice _____ Second Choice _____ Third Choice _____
 (Those booking a corner booth must book at least one adjacent non-corner booth)
 Please do not locate our booth adjacent to: _____
 PRODUCTS TO BE EXHIBITED: _____

DEPOSIT/PAYMENT INFORMATION

Space Rental: \$ _____
 Print Advertising \$ _____
 Sampling Bag Insert \$ _____
 Online Advertising \$ _____
 Plus HST @ 13%: \$ _____
 GRAND TOTAL: \$ _____
 Deposit: \$ _____
 Balance Due: \$ _____

CREDIT CARDS: AMEX, Mastercard and VISA accepted.

Card Number: _____
 Expiry Date: _____
 Authorized Signature: _____

CHEQUES: Please make cheques payable to *Town Media*,
 1074 Cooke Boulevard, Burlington, Ontario, L7T 4A8
 Tel: 1 - 866 - 414 - 0454 Fax: 905 - 634 - 7661

Sample sales will be reimbursed to exhibitors less a 10% administrative fee. I agree to the terms and conditions of this agreement and have read and understand the exhibitor rules and regulations on page two. The client acknowledges that liability is not limited to the corporate entity and that in the event of default of payment, the individual shall be guarantor and surety for full payment of the outstanding account. Contracts cancelled before September 1st are subject to a cancellation fee of 50% of the contracted amount. After September 1st, the full contracted amount remains due and payable.

Date Submitted: _____ Submitted by: _____ (Authorized Signature)

By signing above, I confirm I have read and agree to all of the rules and regulations noted on page 2 .

For Office Use Only

Assigned Booth(s): _____ Accepted By: _____ Date: _____ Rep: _____

PLEASE FAX TO 1-905-634-7661



Town Media Inc.
 1074 Cooke Boulevard
 Burlington, Ontario
 L7T 4A8

Toll Free: 1-866-414-0454 x 309 Fax: (905) 634-7661

SHOW DATES: Nov 18-21, 2010

LOCATION: MTCC – South

EXHIBITOR RULES & REGULATIONS

1. **CONTRACT:** This contract for space constitutes a contract between the Exhibitor and the Management, and in addition to its terms, shall include and incorporate the Exhibitor's Rules and Regulations printed on this application, the tentative floor plan which the parties acknowledge may be amended and modified by the Management, and the Rules and Regulations which will be sent to the Exhibitor as part of the Exhibitor's Manual, a copy of which is available upon request.

2. **LICENCE AND TERM:** The licence given hereunder shall be solely for the use and occupation of the space allocated to the Exhibitor. This shall be for the period commencing at the appointed move-in time and ending at the appointed move-out time including the installation and the removal of exhibits.

3. **INSURANCE:** Full insurance coverage during the entire duration of the Exhibition including move-in and move-out must be obtained by the Exhibitor. The Exhibitor must be prepared to furnish a Certificate of Insurance to Management upon request.

4. **QUALIFICATIONS TO EXHIBIT:** All manufacturers, importers and distributors of wine, premium distilled spirits, gourmet food and related products shall be eligible to apply for exhibit space in the Gourmet Food & Wine Expo subject to approval. The Management reserves the right to reserve, decline, or prohibit any exhibit or part of an exhibit, which in its opinion is not suitable to or in keeping with the character of the exhibition.

5. **LOCATION OF EXHIBIT:** Management reserves the right to relocate an exhibitor, as it shall deem necessary to the proper conduct of the Exhibition.

6. **SUBLICENCE OF SPACE:** The Exhibitor shall not sublicense, transfer, or apportion any part of its allotted space, shall not exhibit nor permit to be exhibited in its space any merchandise NOT a part of its own regular products, and shall not exhibit any advertising material not directly pertaining to the products exhibited except as specifically approved by the Management. Representatives of alcoholic beverages may serve product in other booths only if the company maintains its own minimum 10 x 10 exhibit as governed by all applicable Rules and Regulations.

7. **NON-DELIVERY OF THE BUILDING:** The Management 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 the law, or any other cause beyond its control.

8. **DAMAGES, EXTENDED MOVE IN OR OUT:** The Management shall not be liable for any damages, whether direct, indirect, general, special, consequential or otherwise to the Exhibitor, its agents and employees or visitors to its exhibit whether occasioned by Management, its officers, agents or employees, or by another Exhibitor. All exhibitors must be completely set up with surrounding aisles clear, 2 hours prior to show opening and all materials must be removed from MTCC by Sunday at midnight otherwise you will be subject to a \$500 penalty plus any MTCC charges. If exhibitor moves out or tears down booth before 6pm on Sunday a \$500 charge will apply.

9. PAYMENT SCHEDULE:

Contract Signed	Deposit	2nd Payment	3rd Payment
Dec 1, to May 31	20%	40% due May 31	40% due Sept. 30
After May 31 but prior to Sept.30	50%	50% due Sept. 30	
After Sept. 30	100%		

In the case the Exhibition shall not be held for any reasons whatsoever, then and thereupon the licence of the 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 returned to the Exhibitor of the amount received by the Management from the Exhibitor for licence of the space, provided that if the Exhibition is terminated for any reason during the term of the licence the amount to be refunded to the Exhibitor hereunder shall be prorated based on the proportion of the term expired up to the termination.

10. EXHIBIT SPACE RENTAL INCLUDES:

- * Standard drape booth as described in the Exhibitor Manual.
- * General exhibition security services.
- * Tasting glasses as outlined in Exhibitor Manual.
- * Exhibit staff access as per maximum outlined in Exhibitor Manual.
- * Listing in official program subject to deadline.

All other requirements and furnishings, including electrical, are the responsibility of the exhibitor. Floor covering in exhibits is mandatory.

11. **EXHIBITOR'S MANUAL:** The Management will mail to each Exhibitor, a manual which shall contain a copy of the Operational Rules and shall provide complete shipping instructions, production information and order forms for all services needed during installation, show period, and removal from the exhibition. This kit shall be forwarded to the Exhibitor's Contact Person.

12. **CANCELLATION OF CONTRACT:** Contracts cancelled before September 1st are subject to a cancellation fee of 50% of the contracted amount. After September 1st, the full contracted amount remains due and payable.

13. **INTERPRETATION OF REGULATIONS:** The Management has the right to make such changes, amendments, and additions to these Exhibitor's Rules and Regulations, as it shall deem necessary to the proper conduct of the Exhibition and thereupon the Exhibitor's Rules and Regulations and the Operational Rules shall rest with the Management and its decision shall be final. Management may require Exhibitors to make such alterations to their displays, as it deems necessary to the proper conduct of the exhibition and, on failure to comply, may order the immediate removal of the entire exhibit without compensation and at the Exhibitor's expense.