



APPLICATION TO EXHIBIT + CONTRACT - 2010

Please complete, sign & forward with 50% deposit to: Executive Event Production Inc. 901 Station Street Vancouver, BC V6A 4J8 OR Fax to: 604.689.8654 Tel:778.371.9949 E: george@bchospitalityexpo.com

BC HOSPITALITY EXPO - November 22 & 23, 2010 – VCC-West - Vancouver - BC

Exhibiting Company Name _____

Address _____ City _____

Prov _____ Postal Code _____ e-mail _____

Ph (____) _____ Fx (____) _____ Web _____

Exhibitor Contact Person: _____ Mobile: (____) _____

Description of your product or service that you intend to exhibit: _____

Competitors you do not wish to be in close proximity: _____

Please indicate your preferred choice of booth location. 1st _____ 2nd _____ 3rd _____ 4th _____

EXHIBIT SPACE FEES

Standard exhibit booths include: pipe & drape, carpet, power outlet, skirted table, 2 chairs, wastebasket (Inquire about our special rate for a deluxe hard wall booth)

Standard booth (pipe and drape) 10 ft x 10 ft \$1,595 x _____ = \$ _____

Corner Fee Surcharge (2 sides facing aisles) \$ 100 x _____ = \$ _____

Net Total \$ _____

12% HST \$ _____

Total Payable \$ _____ x 50% = \$ _____ Deposit Due Now

PAYMENT METHOD

Check Enclosed Payable to BC Hospitality Expo OR Charge to Visa AMEX MasterCard

Card Number _____ Expiry Date _____

Cardholder Name _____ Cardholder Signature _____

Amount to charge now \$ _____ Charge Balance on Sept 3, 2010 \$ _____

Official Authorization by Authorized Agent of the Company

Given the agreement on this application and subject to the conditions expressed herein, the company listed on this document agrees to abide by terms and conditions on the reverse of this Application to Exhibit + Contract.

Name _____ Title _____ Signature _____

Accepted by Show Management: _____ Date: _____

Booth Number(s) Assigned: _____ Payment Received: \$ _____

GST Registration No. RT 13617 7771 RT0001

Important Notice: Incomplete applications or those without the accompanying deposit can not be processed.

BC Hospitality Expo Terms & Conditions

The company or individual named on the contract shall be referred to as the Exhibitor. Executive Event Production Inc., British Columbia & Yukon Hotel Association and Alliance of Beverage Licensees, the producers of the BC Hospitality Expo (BCHE) shall be referred to as Show Management. Vancouver Convention & Exhibition Centre (VCC), the Facility, is operated by The BC Pavilion Corp.

The exhibitor assumes all responsibility for its property, including any and all loss, theft, or damage to Exhibitor's displays, equipment and other property while on the premises of VCC and hereby waives any demand or claim it may have against VCC/BC Pavilion Corp, Show Management, all service contractors, including its staff members and officers. All property will remain under the custody and control of the Exhibitor whether in transit to and from VCC, or within VCC or within the confines of its booth space. In addition the Exhibitor agrees to defend, if requested, indemnify and hold harmless Show Management, BC Pavilion Corp, all service contractors and their respective parent, subsidiary and other related or affiliated companies from and against any liabilities, claims, damages, suits, costs and expenses, including without limitation legal fees and costs, arising from or in connection with the exhibitor's occupancy and use of the exhibition premises or any part thereof or any negligent act, error or omission of the exhibitor or its employees, subcontractors or agents. Exhibitors will carry Worker's Compensation Insurance in compliance with provincial laws covering all of the Exhibitor's employees, contractors or agents engaged in the performance of any work for the Exhibitor.

1. Allocation of Space + Deadlines

Applications will be processed on a first-come, first served basis. Whenever possible, space assignments will be made in keeping with exhibitor preferences. Show Management reserves the right to make final determination of space assignments. Failure to meet payment deadlines will forfeit first option on preferred space request. Relocation of exhibit space will be in the overall best interest of the show and is at the sole discretion of Show Management.

2. Subletting of Space

Exhibiting companies may not assign, sublet or share their exhibit space with another business or firm. Should an exhibiting firm require the use of another business's goods or services to operate its' exhibit, identification of the goods or service is limited to the usual and regular branding, nameplates or imprint of trademark.

3. Insurance + Liability

Each Exhibitor shall carry liability coverage including premises, operations, contractual, personal injury and property damage liability. The Exhibitor is liable for any damage caused to the building or to standard booth equipment, or to other Exhibitors property.

4. Exhibit Space Rental Payment + Cancellation Policy

This application to Exhibit +Contract must be completed and returned with a 50% deposit. The balance owing is due September 3rd, 2010. Failure to meet this deadline waives the Exhibitors right to the contracted space and Show Management will not guarantee the availability of the location specified within the contract. Applications not accompanied by a 50 % deposit will not be processed. Applications submitted after September 3rd, 2010 must be accompanied by full payment. Cancellation of Exhibit Space must be received in writing by August 1st, 2010 at which time all but the deposit will be refunded. No cancellation of exhibit space will be accepted after August 1st, 2010.

5. Size & Structure + Appearance of Exhibit Space

Exhibit space will be allocated in units as shown on the floor plan. Standard booths are 10 x 10 and are on cement floors. Over height and Oversize exhibits must be pre-approved in writing by Show Management. Exhibitors shall not permit the exposure of any unfinished surface to neighbouring booths or visitors. 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. Display material must adhere to the Exhibit Construction Guidelines outlined in the Exhibitor Manual. The exterior of any display structure facing a side aisle, or adjacent to exhibitors booth must be suitably decorated at the exhibitors expense. The Exhibitor must keep the Exhibit space in a clean and orderly state throughout the duration of the show.

6. Conduct + Operation of Exhibit

No exhibitor shall call or invite a visitor out of an exhibit that is not their own. Exhibitors must remain within their own exhibit space in demonstrating products, distributing literature, product samples or other materials. Other areas including the show floor, aisles and VCEC both inside and on the exterior property, may not be used for these purposes.

Exhibit personnel, including demonstrators, models, mascots and corporate characters are required to confine their activities within their exhibit space. Exhibit personnel, including demonstrators or models must be properly and modestly attired. Show Management retains the right to remove any Exhibitor personnel found to be conducting themselves in a manner deemed inappropriate.

The distribution of advertising or promotional material, which is deemed inappropriate for the show, is not permitted. Show Management will terminate any Exhibitor selling a product or service, which is deemed deceptive or objectionable. The Exhibiting Company must have an Exhibit representative present at all times within the booth during show hours. The Exhibit space must remain operational at all times during show hours.

Exhibitors shall not distribute materials, extend invitations, hold hospitality events, call meetings, or otherwise encourage absence of visitors from the show floor during the operating hours of the show.

Exhibit personnel will not be permitted to enter VCEC earlier than two hours before the scheduled opening time on show days and likewise will not be permitted to remain within BC Place Stadium more than one hour after closing hour each day with the exception of Tuesday, November 23, 2010.

It may be necessary for neighbouring Exhibits or Show Management to access utility connections in an Exhibitor's booth. The Exhibitor agrees to permit such access, which may include the placement of piping, ramping, conduit, cable, etc.

Each Exhibitor is charged with the knowledge of all laws, ordinances and regulations pertaining to fire prevention, public safety, and health, including the health regulations, while participating in EAT! Vancouver.

Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the Exhibitor.

7. Sound, Noise, Music, Lighting + Odors

Videos related to an exhibitor's product will be permitted, provided the projection equipment and screen are located in the back third of the booth. Sound will be permitted only if the sound is not audible in the aisle or neighbouring booths. Sound systems, including microphones, will be permitted if not turned louder than conversational level AND if not objectionable to neighbouring exhibitors. Any exhibitor using music shall not violate any copyright, trademark, or other similar laws and shall comply with all copyright restrictions. No loud or obtrusive activities will be permitted during show hours. This includes the operations of any item, which may cause vibration, smoke, and excessive noise or produces objectionable odors.

Show Management reserves the right to limit or terminate the use of distracting light effects, including glaring lights.

8. Exhibitor Badges

Exhibitor badges will only be provided to persons named on the Exhibitor Name Badge Form. These passes are restricted to a maximum of ten per 10' x 10' booth. Exhibitor Badges are for the sole use of persons staffing the Exhibitor's booth and will be required for entry via the Exhibitor's entrance. The clear view of the Exhibitor badge must not be obstructed.

9. Sampling Food & Food Preparation within the exhibit booth

Sampling of food and preparation of food for sampling within an exhibit booth is permissible only with the approval of the Vancouver Health Department and complying with all of their specific requirements for such activity to be conducted on the show floor. This permission may include the necessity of installing sinks with hot and cold water and drainage within or behind the exhibit booth, in which case the exhibit booth would have to be located in an area where such services can be provided by the Facility's plumbing service. The additional cost of providing such sinks and plumbing services will be the responsibility of the exhibitor.

10. Official Show Guide

All exhibitors booked before the printing deadline will be listed in the Official Show Guide, however Show Management assumes no responsibility for any errors or omissions within the Official Show Guide.

11. Installing + Removing of Exhibit

Exhibitors must adhere to the set up time as outlined in the Exhibitor Manual, unless prior arrangement has been made in writing with Show Management. All installations must be complete prior to show opening. Under no circumstances will the delivery or removal of any portion of an exhibit be permitted during the show hours without written consent from Show Management. No deliveries may be made during show hours. No exhibit shall be dismantled in any way prior to show closing. The deadline for removal of Exhibits is no later than 11 PM on Tuesday, November 23, 2010. At that time, all exhibitor displays or materials left on the show floor will be packed and shipped at the discretion of the official service contractor, and all charges applied to the Exhibitor, and without liability for loss, damage or theft.

Storage of packing crates and materials is not permitted within the Exhibit space during the show. Storage areas will be provided for properly marked materials. It is the Exhibitor's responsibility to properly identify and mark its crates and then place in the storage areas. No storage of any kind is allowed behind the back drapes or in any area not designated for storage.

12. Failure to hold BC Hospitality Expo

If the show is not held for any reason whatsoever, exhibit space fees or deposits already made will be returned to exhibitors on a pro-rated basis after all related show expenses incurred by Show Management up to the date of cancellation have been met. Exhibitors will not be reimbursed if the show is cancelled, postponed, curtailed or abandoned due to acts of terrorism or war, civil disobedience, strike, lockouts, acts of God, inclement weather, or any circumstance beyond the control of Show Management.

13. Show Managements' right to make changes

Show Management reserves the right to make changes, amendments and additions to these rules and regulations at any time and all changes, amendments and additions so made shall be binding on the exhibitor with the provision that all exhibitors be advised of any such changes. Any matters not covered herein are subject to decision by Show Management.

14. Applicable Law

When signed by the parties, this application for space constitutes a binding contract enforceable under the laws of the Province of British Columbia. Should a court of competent jurisdiction herein find any provision invalid, such invalidation shall not affect the terms of this contract.