



DesignCity 2010

Canada's expo for graphic designers



Part of Print World 2010
Nov. 20-22, 2010
Direct Energy Centre, Toronto

NORTH ISLAND TRADE SHOWS LTD.

1606 Sedlescomb Dr, # 8, Mississauga, Ontario, Canada L4X 1M6
Tel: 1-800-331-7408 • Fax: (905) 625-4856 • www.designcityshow.com

Space Application Contract

1. APPLICATION FOR EXHIBIT SPACE

We are applying for _____ booths (10' x 10') of exhibit space in DESIGN CITY 2010.

Availability of exhibit space choices is not guaranteed. Space will be assigned only when this application is accompanied by payment as set out below.

Please refer to the DESIGN CITY 2010 floor plan to determine exhibit space choices. Our choices are: (2 or more exhibit spaces may be combined to create a larger exhibit space.)

1ST CHOICE _____ 3RD CHOICE _____

2ND CHOICE _____ 4TH CHOICE _____

2. TOTAL SPACE COST

EXHIBIT SPACE RENTAL IS:

PACKAGE A: \$2,400 PER 10' X 10' booth

PACKAGE B: \$3,400 PER 10' X 10' booth

The cost is:

A: \$2,400 x _____ 10' x 10' booths = \$ _____ CDN.

B: \$3,400 x _____ 10' x 10' booths = \$ _____ CDN.

Amounts due with application: See Section 3.

Package A includes: space and carpet (black)

Package B includes: space, carpet (black), hardwall, display counter, two stools, 3-shelf display rack, and signage if required (block letters).

3. PAYMENT SCHEDULE

When applying for space:

- Prior to April 30, 2010, 25% of the total payment is due with the signed Space Application Contract.
- After May 1, 2010 100% of the total payment is due with the signed Space Application Contract.

You will be invoiced in accordance with the above schedule. Exhibit space payments are refundable only if the exhibit space is not available or if notification of cancellation is received in writing by North Island Trade Shows Ltd. within 15 days of space assignment letter date. There shall be no refund available in any circumstances after July 22, 2010.

Please return original signed copy with payment to:

North Island Trade Shows Ltd.
1606 Sedlescomb Drive, Unit 8,
Mississauga, Ontario,
Canada L4X 1M6

4. COMPANY INFORMATION

(Please print clearly or type. The below address is where all correspondence will be sent.)
(Your Company information as listed will be used in promotional material.)

COMPANY _____

STREET ADDRESS _____

CITY _____

PROVINCE/
STATE _____

POSTAL
CODE _____

COUNTRY _____

MAIN SHOW CONTACT _____

TITLE _____

E-MAIL _____

TELEPHONE _____

FAX _____

WEB ADDRESS _____

AUTHORIZED REPRESENTATIVE _____

AUTHORIZED SIGNATURE* _____

DATE | dd | mm | yyyy | _____

*This signature implies that your company is bound by all North Island Trade Shows Ltd. rules, regulations and terms, including the terms set out on the reverse side of this document. (GST extra)
GST# R103929717

5. PRODUCTS TO BE EXHIBITED

Please check one primary exhibit product category that represents 50% of your exhibit:

- | | |
|--|--|
| <input type="checkbox"/> Paper Mill or Merchant | <input type="checkbox"/> Stock Photography |
| <input type="checkbox"/> Software | <input type="checkbox"/> Publisher |
| <input type="checkbox"/> Computer Hardware/Peripherals | <input type="checkbox"/> Training Services |
| <input type="checkbox"/> Printer | <input type="checkbox"/> Other _____ |

Please list the type of products that will be displayed:

Please list your primary competitors:

Please contact us about additional sponsorship opportunities

Would you like to be near your primary competitors? Yes No Doesn't matter

North Island Sales Rep Initial. _____

Fax: 905-625-4856

DESIGN CITY 2010 TERMS OF APPLICATION & INFORMATION

IMPORTANT: PLEASE READ THE TERMS LISTED BELOW BEFORE COMPLETING YOUR SPACE APPLICATION.

To exhibit in DESIGN CITY 2010, submit a Space Application Contract agreeing to the terms of application, and return with payment as specified below. Upon receipt of the space contract and payment, North Island Trade Shows Ltd. ("Show Management") will mail an assignment letter identifying the location of the space reserved.

SPACE RESERVATION

The acceptability of any Space Application Contract submitted for DESIGN CITY 2010 shall be solely determined by Show Management. Show Management shall endeavor to assign to the Exhibitor the space requested, but Show Management shall have the right to change and to make such final assignment of the space(s) to be in the best interest of all exhibitors and of DESIGN CITY 2010. Show Management shall have the sole authority to change the size and location of spaces on the floor plan.

PAYMENT SCHEDULE

You will be invoiced for the remaining amounts due. See application Section #3 for payment schedule. Payments must be made payable to North Island Trade Shows Ltd. for the full amount. Show Management is not responsible for bank fees. No Exhibitor will be permitted to move in without prior full payment in accordance with the payment schedule.

CANCELLATION OR FAILURE TO OCCUPY SPACE

Space payments are non-refundable. Exhibitor is responsible for total payment due on contracted space. No refund is available in any circumstances after July 22, 2010, provided that earlier refunds may be made if space is not available or if notification of cancellation is received by Show Management within 15 days of date on Space Assignment letter. After the 15 day cancellation period, no amount of the Show fee will be returned and the total payment on the contracted space is due to Show Management. (See "Payment Schedule"). In the event that Exhibitor fails to use all or part of contracted space or cancels space, full payment on original contracted space is due to Show Management. Payment for unused space may not be applied to the purchase of space at any other event.

SERVICES

Exhibitor shall be responsible for all their own DESIGN CITY 2010 costs and expenses. Exhibitor understands and agrees that all charges for services of any kind are to be paid for by Exhibitor directly to the persons providing them, and any disputes which may arise between the Exhibitor and such service organizations are to be settled between them. Exhibitor shall install and remove Exhibitor's display in accordance with date advised by Show Management. Exhibitor shall be liable for any expense to Show Management caused by Exhibitor's failure to conform to the scheduled dates for arrival and removal, including, but not limited to, storage expenses, and shall pay the general contractor within 30 days of receipt of bill for same. Exhibitor's display shall remain intact until the closing hour of the last day of Show.

INDEMNIFICATION AND LIABILITY LIMITATION

Exhibitor waives all claims of every kind against North Island Trade Shows Ltd., its directors, officers, shareholders, agents, and employees including, without limitation, all claims for damages based on personal property damage, destruction, loss or theft, personal injury or death, cancellation or disruption of the Show, failure or refusal to provide space for any exhibit, preventing the display, operation, removal or dismantling of any exhibit, and any other act or failure to act of North Island Trade Shows Ltd. Exhibitor agrees to indemnify and save North Island Trade Shows Ltd. harmless from all claims, including expenses, damages, costs and attorneys' fees, by Exhibitor, Exhibitor's agents, employees, contractors, or by any other person, arising out of any act or omission in any way related to Exhibitor's participation in the Show, whether negligent or not. Such indemnification shall be effective even if such claim results from the negligence of North Island Trade Shows Ltd. In the event of cancellation or disruption of the Show for any cause, this Agreement shall

terminate and the Exhibitor waives all claims for damages or compensation, except that the Exhibitor shall be entitled to a refund of the amount paid for exhibit space for that portion of the Show that is either cancelled or disrupted. Exhibitor shall obtain liability insurance coverage in the amount of at least \$2,000,000.00 and provide proof of such insurance to Show Management at least 30 days prior to Show.

RULES GOVERNING SHOW

Show Management reserves the right to restrict exhibits which, because of noise, method of operation, or any other reason, become objectionable, or otherwise detract from or are out of keeping with the character of the Show as a whole. Exhibitors agree to abide by the "Rules and Regulations, Display, Show and Fire Regulations" and subsequent amendments as published in the Exhibitor's Manual and bulletins. Exhibitors are solely responsible for all applicable music licensing fees and copyright liability. Exhibitors are to surrender exhibit spaces occupied by them in the same condition as when first occupied. Exhibitors are liable for any damage to floors, walls, columns, or other parts of exhibit hall property. The distribution of any material or literature is restricted to Exhibitor's exhibit space area. All parking shall be as directed by Show Management.

CANCELLATION BY SHOW MANAGEMENT

Exhibitor's space may be cancelled by Show Management for failure to pay balance when due. In the event space is cancelled by Show Management, all prior payments on account will not be returned and Show Management may lease such cancelled space to another exhibitor at its discretion.

EXHIBIT SPACE DISPLAY CONSTRUCTION

All Exhibitors will comply with the exhibit space construction regulations outlined in the Exhibitor's Manual. It is the Exhibitor's responsibility to supply these regulations to their exhibit house, and to obtain appropriate construction and fire safety permits. All exhibit space display construction will be at the sole cost of the Exhibitor. In the exhibit hall only designated electrical and other contractors may be used in strict accordance with the requirements of the management of the exhibit hall.

DIRECTORY LISTINGS

Show Management reserves the exclusive right to make directory listing information available in hard copy or electronically. Show Management is not responsible for any directory errors or omissions.

GOVERNING LAWS

Exhibitors shall comply with all applicable Federal, Provincial and Municipal laws and standards and applicable rules and regulations of fire authorities in the city and province in which the Show is held.

PROMOTION OF PRODUCTS AND SERVICES NOT MANUFACTURED OR DISTRIBUTED BY EXHIBITOR

Exhibitor shall not exhibit, offer for sale, give as a premium, or provide advertising or literature about articles or services not manufactured or distributed in its own name or an affiliated company, except where such articles or services are required, as determined by Show Management. Exhibitor shall not permit persons other than its own representatives, representatives of Show Management, or officially designated labour or service sources, to use its exhibit space for any purpose. Subletting or assigning of space by Exhibitor is prohibited.

ADDITIONS AND AMENDMENTS TO THE RULES

North Island Trade Shows Ltd. may from time to time issue such additional rules as it deems necessary for the orderly presentation of the Show. Any rule may be amended at any time by Show Management, provided that such amendment shall not substantially diminish the rights or increase the liability of Exhibitor.