

TERMS AND CONDITIONS TO EXHIBITOR'S CONTRACT



FORT MCMURRAY WOMEN'S SHOW (FMWS) OBLIGATIONS:

I. Description of Trade Show Facilities: Fieldhouse (Pavilion) located in Syncrude Sport and Wellness Centre, up to 97 booths, each pavilion, airy but not air conditioned, single entrance of admission by the public. The Public is able to pay admission by cash, credit card (Visa, Mastercard and AMEX) and debit card.

II. Description of Each Booth and amenities: Each booth will be supplied with:

- a) an appropriate sized back drape,
- b) side drapes and (1) 8 foot table and 2 chairs
- c) an 800 watt electrical outlet.
- d) maximum of 4 Exhibitor Badges
- e) 4 guest day passes at no extra charge

A floorplan will be posted from time to time on the FMWS website but is subject to change without notice as contracts with other Exhibitors are finalized.

If the Exhibitor wants to order additional display materials (eg tables, chairs), at his/her extra cost, please contact Superior Show Services to arrange same no later than 14 days before the commencement of the trade show.

III. Trade Show hours of operation – Friday: 5:00p.m. – 9:00 p.m.
Saturday: 10:00a.m. – 6:00 p.m.
Sunday: 10:00a.m. – 5:00 p.m.

IV. Staff provided by FMWS:

- a) set up and take down of booths and install carpet in main walkways;
- b) security guards after show public hours. Security guards are NOT responsible for Exhibitor's product in Exhibitor's individual booth. The Exhibitor is responsible for protecting him/her self against theft;
- c) at least 3 in-house staff available during all show hours to assist with any problems that may arise;
- d) at least one-two people to cover the admission booth(s) – also available to communicate problems if they are not dealing with the public;

V. Special Trade Show activities

Advertising: FMWS guarantees to arrange publicity for the trade show on at least one local radio station, and one local newspaper for an appropriate time prior to the show and based on availability during other events going on in the marketplace. Such publicity will include 60 second spots, appearance on Fort McMurray Matters, numerous mentions and radio remotes during the weekend of the show.

VI. EXHIBITOR'S OBLIGATIONS

Exhibitor will rent the booths signed for on page one of this contract, payable as follows:

- a.) total cost to Exhibitor is outlined on the registration form. If the Exhibitor has not paid the full amount owing 30 days prior to the commencement of the show, the contract is voided and any monies paid to the show by the Exhibitor will be forfeited as liquidated damages to FMWS without any further notice to Exhibitor.
- b.) If an Exhibitor cancels their booth within 30 days prior to the show, all monies paid to the show by the Exhibitor will be forfeited as liquidated damages to FMWS without any further notice to Exhibitor.
- c.) If an Exhibitor cancels their registration prior to 30 days to show all but \$150. for an administration fee will be returned the Exhibitor in the form of payment received.

Type of product to be marketed by Exhibitor – must be approved by FMWS (which non approval may be arbitrary and unreasonable) and cannot be changed without written permission of FMWS once monies are paid unless FMWS agrees in writing to the Exhibitor's proposed change in product.

Move in and Move out - Exhibitors may access the facilities commencing Thursday May 13, between 6:00pm and 9:00pm, and must have removed all of their inventory by 9:00pm on Sunday May 16, 2010. The Exhibitor will have his/her booth fully ready one hour prior to the start of the Show and will have it staffed during trade show hours of operation. EXHIBITOR MUST SIGN IN ON FRIDAY BY NOON.

Special Exhibitor Undertaking: Exhibitor will not start taking down his booth or removing his product until the closing time of the last day of the Show;

Prior shipment of Product: If Exhibitor intends to ship product, he/she must make specific written arrangements with FMWS two (2) weeks prior to the commencement of the trade show.

Signage: Exhibitor may use free standing (either on an easel or a sign stand) signs in the facility provided they advise FMWS in writing prior to the commencement of the trade show. Signs may NOT be hung from the ceiling.

Insurance – if you wish to purchase exhibitor insurance, please visit www.palcanada.com .

Telephone and internet connections to booths - There is no telephone connection at this facility but wireless internet is available at no charge. User name and password will be provided upon exhibitor requesting it.

Hotel accommodations for Exhibitors. We have a block of rooms set aside at the hotel of choice for the show and these rooms will be available until 48 hours prior to the show.

VII. MISCELLANEOUS TERMS

1. FMWS reserves the right to rent out booths at the Show at rental rates that may not match the Exhibitor's rate for various reasons including but not limited to:
 - multi-booth rentals,
 - loyalty rebates,
 - not for profit or charitable exhibitors,
 - early signup rebates
 - rebates to local Exhibitors to match usual charges by local facility
2. **Location of Exhibitor's booth** – may be changed by FMWS without prior consultation with Exhibitor once FMWS has finalized the list of Exhibitors who have all paid their full fees.
3. Exhibitor acknowledges the principle that competition is an important aspect of the free market and that FMWS will offer booths to other Exhibitor's who sell products that may be similar to Exhibitor's products;
4. Exhibitor acknowledges that breaching this contract will cause harm to FMWS and to the other Exhibitor's and will pay a penalty of \$200.00 AND will not be able to participate in another Ronda Group of Companies Tradeshow for two (2) years following this tradeshow;
5. Exhibitor may not bring in or consume or sell any alcohol at the trade show premises;
6. Pyrotechnics, fire, chemical solutions within the Pavilions or other noxious substances are not permitted;
7. Exhibitor badges must be worn at all times;
8. FMWS is not a partner or otherwise associated with Exhibitor's business