

EXHIBIT SPACE APPLICATION CONTRACT

The undersigned, (hereinafter called the "Exhibitor"), hereby applies for space in the Toronto Wine & Cheese Show, March 20-22, 2009. International Centre, Airport Road. Exhibitor agrees to abide by the Terms and Conditions as stated on the reverse of this Exhibit Space Application Form, and the rules and regulations contained in the Exhibitor Manual.

EXHIBITOR INFORMATION

Company Name (Promotional): _____ Contact: _____
 Company Name (Billing) : _____ Email: _____
 Address: _____
 City: _____ Phone: _____
 Province: _____ Fax: _____
 Postal Code: _____ Website: _____
 Brands/Products: _____

SPACE TYPE	RATE	DEPOSIT	COST
<input type="checkbox"/> 10' X 10' DISPLAY AREA	\$1800.00	\$850.00	
<input type="checkbox"/> 10' X 20' DISPLAY AREA	\$3500.00	\$1700.00	
<input type="checkbox"/> 10' X 30' DISPLAY AREA	\$5200.00	\$2500.00	
<input type="checkbox"/> 20' X 20' DISPLAY AREA	\$6900.00	\$3200.00	
<input type="checkbox"/> BULK SPACE (AREAS GREATER THAN 20'X20')	\$17.00 sq. ft.	50%	
<input type="checkbox"/> CORNER PREMIUM (EACH CORNER)	\$50.00 PER		
			Total Space \$
			GST (5%) \$
			Sub Total \$
			Less Deposit \$
			Balance \$

Booth cost includes draped back and sidewall.
 Booth cost does not include carpet or furnishings.

Balance due January 21, 2009

PLEASE MAKE CHEQUES PAYABLE TO PREMIER CONSUMER SHOWS

Please indicate booth number choices in order of preference from the official floor plan:

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

<p>I hereby apply for exhibit space. If accepted, I hereby agree to abide by the show rules and regulations on the reverse side.</p> <p>Signature X _____</p> <p>Date _____</p>	<p>CREDIT CARDS: AMEX, Mastercard and VISA accepted.</p> <p>Card Type: _____ Expiry: _____</p> <p>Card Number: _____</p> <p>Cardholder's Name: _____</p> <p>Authorized Signature: _____</p>
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ACCEPTANCE OF CONTRACT DEPOSIT RECEIVED \$ _____

THE APPLICATION FOR EXHIBIT SPACE HAS BEEN ACCEPTED AND EXHIBIT SPACE HAS BEEN ASSIGNED AS FOLLOWS:

Space No.(s): _____ Sales Rep.: _____

Date: _____ Signature: _____

Account #: _____ Ad #: _____ Order #: _____

RETURN WHITE COPY TO:



Premier Publications & Shows

467 SPEERS ROAD, OAKVILLE, ONTARIO L6K 3S4
Tel: 905-815-0017 Toll Free: 1-800-265-3673 Fax: 905-337-5570

CONTRACT TERMS AND CONDITIONS

SPACE RENTAL PAYMENT

APPLICABLE DEPOSIT MUST ACCOMPANY THIS APPLICATION. Balance due and payable 60 days prior to the show. If balance is not received by the deadline, Exhibitor waives all rights to the space contracted and Show Management will not guarantee space at the location specified in the contract.

CANCELLATION POLICY

Booth space must be cancelled in writing. Cancellation received on or prior 90 days to the first show day – 100% of booth payments will be refunded. Cancellation received within 31-89 days prior to the first show day – 0% of booth payments refunded. Cancellation received within 30 days of the first show day, or Exhibitor fails to occupy booth space without notice, 0% of booth payments refunded and exhibitor will be liable for any unpaid balance of the contract.

SUBLETTING

The Exhibitor shall not assign, sublet or apportion the whole or any part of the space allocated by Show Management to the Exhibitor.

ASSIGNMENT OF EXHIBIT SPACE

Exhibit space will be allocated by Show Management on a "first come" basis. Show Management reserves the right to relocate space of exhibits which may be affected by a change in the floor plan, or in the interest of optimum traffic control and exhibit exposure. Show Management cannot be held liable if competitive exhibitors are adjacent to or opposite each other, but, if possible, efforts will be made to allocate space on a basis fair to all exhibitors.

SET-UP

All Exhibitors must be set up within the time schedule specified in Exhibitor manual. No major changes to displays are permitted during public show hours. In the event of an Exhibitor's booth not being open at any time during the show hours, Show Management shall have the right to open the said booth by the removal of any night sheets or other coverings of any sort, but shall be under no liability to the Exhibitor for any loss or damage which may be caused thereby or as a result of the booth being opened in that way and then being left unattended.

ARRANGEMENT OF EXHIBITS

Displays must not protrude beyond the measured booth dimensions, not obstruct a clear view of the neighbouring booths, and may not be taller than 8 ft. height except in specified areas. Please advise if display exceeds 8' height. Exhibitor may not attach his displays to walls, structural supports, or flooring in the exhibit building, by nails, screws, bolts or permanent cement, nor may he suspend anything from the ceiling or rafters. No Exhibitor shall permit the exposure of any unfinished surface to neighbouring booths. If Exhibitor fails to correct the unfinished part, Show Management will have the right to finish such outside partitions. The cost of such repairs shall be paid by the Exhibitor to Show Management upon demand being made. Show Management reserves the right to restrict the use of glaring or irregular lighting effects.

DISMANTLING AND REMOVAL

No exhibitor shall dismantle or remove any part of his display before the time schedule as specified in the exhibitor manual. Any material remaining after the cut off time may be removed by Show Management at exhibitor's expense.

CHARACTER AND CONDUCT

All displays and promotional literature must be in good taste. The product or service must be presented in a professional manner, no carnival tactics, or side show type come-ons will be permitted. Free samples may be distributed. Orders for products may be taken and merchandise may be sold at cash retail prices. Raffles and giveaways may be conducted but only with the prior written approval of Show Management. No alcoholic beverages will be allowed in the exhibit hall. If in the opinion of Show Management an exhibitor or his servant or agents conducts himself in an objectionable manner he will be liable at the sole discretion of Show Management to immediate expulsion from the show. In such circumstances, Show Management will not be liable for any damage or loss to the Exhibitor or the person expelled, nor will there be any refund on rental fees.

NOISE AND MACHINERY

Show Management shall have the right to stop the display, demonstration or the running of an engine or machine which by causing vibration, noise, smoke, smell or any of them considered to be a nuisance. The Exhibitor shall at the request of Show Management stop the use of loudspeakers, microphones, amplifiers, musical instruments, gramophones, radios, film equipment or any of them. The Exhibitor shall not have on his stand or exhibit or display at the Exhibition any goods of an explosive, inflammable, obscene or noxious nature. Show Management reserves the right to refuse or terminate the exhibit or sale of any article which they may in their discretion deem unsuitable or objectionable or deceptive to purchasers.

CARE

Exhibit must be attended during all show hours by at least one representative of Exhibitor. It is the Exhibitor's responsibility to keep his area clean and orderly throughout the show and to ensure it is ready for opening at the time the show opens each day.

GENERAL SHOW AREA

All lobbies, corridors, aiseways, restrooms, food and beverage concessions, and special assembly rooms will be considered as general show areas to be used for the movement and flow of the public and/or for their entertainment and convenience. No Exhibitor will be permitted to use these areas for the display or distribution of products, services or their attendant literature.

ADVERTISING

The show name may be included in the advertising of Exhibitor, however Show Management must be informed in advance of the content of same to be certain it is in the best interest of the show as well as the Exhibitor. Exhibitor grants Show Management the right to use the name of the Exhibitor as a part of its advertising in so far as to say that Exhibitor is displaying his products or services at the show.

DRAWNS, PROMOTIONAL GIVE-AWAYS AND MAILING LISTS

All Exhibitor draws and promotional give-aways must be approved by Show Management prior to the show. All Exhibitor draws and promotional give-aways must be free and clear of any financial obligation on the part of the winner. All contest terms and conditions, and list of prizes available and their value must be clearly posted. Show Management reserves the right to cease any draws which do not meet with the above criteria. Mailing lists compiled by the Exhibitor at the show may not be sold or otherwise distributed and are for the exclusive use of the Exhibitor listed on the contract.

BADGES AND PASSES

Exhibitor badges will be issued only to people named on the Exhibitor's application or such other persons as may be approved by Show Management. No free admissions passes will be distributed.

SECURITY, SAFETY, FIRE AND HEALTH

The Exhibitor will assume all responsibility for compliance with local, city and provincial safety, fire and health ordinances regarding installation and the operation of his exhibit. Exhibitor shall be properly insured for same. Security will be provided by Show Management on a 24 hour basis throughout move-in, show and take-down hours. Except during show hours and where possible, doors will be locked and guards will be on the premises. Limited access will be provided at other times, only to bona fide Exhibitors and their authorized representatives. Such admittance will be by badge only. The removal of material from the show floor is prohibited, except where such removal is granted on application in person to Show Management. Security will permit removal only on presentation of a property pass (Security Release Form) issued by Show Management and signed by both the Exhibitor and Show Management. Invoices must be supplied to the purchaser of any merchandise sold. Invoices must be shown to security prior to removal of the merchandise from the premises.

SHOW MANAGEMENT LIABILITY AND EXHIBITOR'S INSURANCE

Show Management shall not under any circumstances whatsoever be liable or responsible for (a) any loss, damage, theft or destruction whatsoever or howsoever caused to any goods, equipment or any other property belonging to the Exhibitor or for which the Exhibitor is responsible (b) any damage or injury suffered by the Exhibitor or his servants or agents or by any other person (c) any loss, damage, injury, or cost whatsoever suffered by the Exhibitor by reason of any change in the date, time or place of Exhibition or the abandonment thereof. The Exhibitor shall be liable for all loss, damage, injury, claim costs and expenses whatsoever or howsoever caused to any person or property in any circumstances whatsoever by the Exhibitor, his servants or agents or the good, exhibits, fittings, machinery and other property belonging to the Exhibitor of for which the Exhibitor is responsible and the Exhibitor hereby agrees to indemnify the Show Management in respect of (a) any such loss, damage, injury claims, costs and expenses as foreshaid. Exhibitor agrees to provide Show Management with a certificate of insurance for a minimum of \$5,000,000.00 General Liability Coverage inclusive of bodily injury and/or property damage for each occurrence. Premier Consumer Shows and the building must be named as additional insured in respect to the operation of the show. If Show Management should be prevented from holding the show by any cause beyond its control or if it cannot permit the Exhibitor to occupy his rented space due to circumstances beyond its control including, but not limited to, strike, fire, civil disobedience, inclement weather, lockouts, acts of God, suppliers and Show Management shall have no further obligation or liability to the Exhibitor. Any contractual agreements made between an Exhibitor and any supplier shall be between those parties and the Show Management shall not be a party thereto nor incur any liability on behalf of any one Exhibitor in such contractual arrangements. The Exhibitor shall at his own expense employ the official appointed contractors as stated in the brochure for the show in respect of electrical work. The Exhibitor shall not interfere with any of the services carried out in respect of the show premises.

GENERAL

All matters and questions not covered by these Rules and Regulations are subject to the decision of Show Management. In addition, the Show Management shall have full discretion in the interpretation and enforcement of all rules contained herein and the authority to make such amendments thereto and such further rules and regulations governing the conduct of the participation in the show as it shall consider necessary for the proper presentation of the show. Exhibitor agrees to abide by all decisions of Show Management and further agrees to cease any activity that the Show Management deems to be a violation of the terms and to follow the directive of Show Management.