



September 14, 15 & 16, 2012
Tradex
Abbotsford, British Columbia

Please complete, sign and forward payment to:
Fraser Valley Food Show
104 - 16433 - 64th Ave
Surrey, BC V3S 6V7
OR Fax to 604. 576. 8853
Tel 604. 576. 8859 Toll free 866. 689. 8652 Email: info@eat-fraservalley.com

A P P L I C A T I O N T O E X H I B I T + C O N T R A C T

Complete the information below:

Exhibiting Company Name _____

Address _____ City _____

Prov _____ Postal Code _____ e-mail _____

Tel (_____) _____ Fax (_____) _____ Web _____

Exhibitor Contact Person _____

D E S I G N A T E D W I N E & B E E R T A S T I N G A R E A O N L Y

An Exhibit Registration Fee of \$495 is required to secure each sampling station (table). The Registration Fee includes a 8 ft skirted table, curtained back wall, SOL License, ID check by security guards, ice and 75% refund of all sample sales.

Number of tables _____ x \$495 each \$ _____

Net Total \$ _____

12% HST \$ _____

Total Payable \$ _____

P A Y M E N T M E T H O D

Check Enc. Pay to Executive Event Production OR Charge to my: Visa Mastercard

Card Number _____ Expiry Date _____

Cardholder Name _____ Cardholder Signature _____

Amount to charge now \$ _____

Given the agreement on this application and subject to the conditions expressed herein, the company listed on this document agrees to abide by the terms and conditions outlined on the reverse of this Application to Exhibit and Contract and to the regulations stated in the LCB Special Occasion License.

Name _____ Signature of Authorized Agent _____

Title _____ Contact Phone _____

Accepted by Show Management: _____ **Date:** _____

Booth Number Assigned: _____ Amount of Payment received: \$ _____

HST Registration No. RT 862746245

Note: Incomplete applications or those without the accompanying deposit cannot be processed.

The company or individual named on the contract shall be referred to as the Exhibitor. Executive Event Production Inc. producers of Fraser Valley Food Show be referred to as Show Management. Tradex, the Facility.

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 Tradex and hereby waives any demand or claim it may have against Tradex, 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 Tradex, or within Tradex or within the confines of its exhibit space. In addition the Exhibitor agrees to defend, if requested, indemnify and hold harmless Show Management, Tradex, 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
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. 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 unless approval has been obtained in writing from Show Management. 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 Fees + Cancellation Policy
This application to Exhibit + Contract must be completed and returned with full payment. Applications not accompanied by the payment will not be processed. No cancellation of exhibit space will be accepted.
5. Size & Structure + Appearance of Exhibit Space
Exhibit space will be allocated in units as shown on the floor plan. Exhibit space fees include a 8 ft skirted table and a curtained 8 ft high backdrop to support a sign and marketing materials.
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 Trade 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 the 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. However, mascots and corporate characters may walk around the exhibit floor, provided they do not distribute free samples or solicit visitors in any way other than for the purpose of amusement. 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 TRADEX 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 Sunday, Sept 16th, 2012.

Exhibitors with needs that require additional time should check with Show Management on the previous day. 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, health and LCB regulations, while participating in EAT!FraserValley. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the Exhibitor. Alcoholic beverage servers must have their valid Serving It Right certificates.

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 5 per table location. 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. Exhibitor badges are not transferable and will be confiscated if worn by unauthorized personnel.

9. Sampling + Sale of Products + Taste Program
The tasting of alcoholic beverages must be conducted through the Taste Program at Fraser Valley Food Show, which requires the exhibitor to set a cost recovery selling price and adhere to the guidelines for pour sizes as per the LCB SOL regulations. No cash transactions are permitted. All Taste sales must be done through the Taste Ticket Sales Program and tickets must be turned in at the end of the show in the Show Office in order to be credited to exhibitor's account. Tickets are valued at 50 cents each and will be subject to an overhead and rental service charge of 25% (75% of the value of all tickets will be repaid to the exhibitor). Glassware will be provided.

10. 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 by vehicles can be made during show hours. All deliveries must be made by hand carts. No exhibit shall be dismantled in any way prior to show closing. The deadline for removal of Exhibits is no later than 11:00 PM on Sunday, Sept 16, 2012. 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.

11. Failure to hold Fraser Valley Food Show
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.

12. 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.

13. 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.