



Exhibitor's & Sponsor's Showcase Registration Manual

2009 Fall / Winter - ABOVO WEDDING & SPECIAL EVENT SHOWCASE

Saturday November 7th 2009 - 10:00 a.m. & 6:00 p.m. & Sunday November 8th 2009 - 10:00 a.m.- 5:00 p.m.
Vendor Set-up: pre-assigned times Friday, Nov. 6th, 1:00 p.m. – 8:00 .pm. - Newmarket Community Centre

2010 Spring - ABOVO WEDDING & SPECIAL EVENT SHOWCASE

Saturday April 10th 2010 - 10:00 a.m. - 6:00 p.m. & Sunday April 11th 2010 - 10:00 a.m. - 5:00 p.m.
Vendor Set-up: pre-assigned times Friday April 9th, 1:00 p.m. – 8:00 p.m. - Aurora Community Centre

2010 Spring - ABOVO LIFESTYLE & ARTISANS SHOWCASE

Saturday May 15th 2010 - 10:00 a.m. - 6:00 p.m. & Sunday May 16th 2010 - 10:00 a.m. - 5:00 p.m.
Vendor Set-up: pre-assigned times Friday May 14th, 1:00 p.m. – 8:00 p.m. - Aurora Community Centre

This manual contains information you require to register as an Exhibitor or Sponsor in the Abovo Showcase Events. Download the package and forward the required forms to the Abovo Showcase Events office. This package includes:

- SHOWCASE INVITATION
- PROMOTION, MEDIA & MARKETING OVERVIEW
- EXHIBITOR'S & SPONSOR'S SHOWCASE APPLICATION FORMS:
 - 2009 - November Abovo Wedding & Special Event Showcase
 - 2010 - April Abovo Wedding & Special Event Showcase
 - 2010 - May Abovo Lifestyle & Artisans Showcase
- LOGISTICS INFORMATION REGISTRATION
- SPONSORSHIP OPPORTUNITIES
- DIRECTORY ADVERTISING APPLICATION
- GUIDELINES, RULES & REGULATIONS
- ABOVO SHOWCASE EXHIBIT DISPLAY AWARDS

Contact Information

ABOVO SHOWCASE EVENTS - 412 Simcoe Street, Newmarket, ON L3Y 2M3
Rita Lagree ~ Diane Humeniuk: ~ Main Bus. #: 905.953.1190 ~ Fax: 905.953.8674
www.abovoshowcaseevents.com ~ info@abovoshowcaseevents.com ~ Rev. Aug.6'09





We invite you to become a Showcase Exhibitor or Sponsor

ABOVO SHOWCASE EVENTS in association with Wellington House Spa and Diane Humeniuk & Associates Inc. is pleased to invite you to be part of the upcoming exciting celebrations of SHOWCASE events hosted in York Region. In the spirit of "pay it forward", a donation will be made to a regional charity or non-profit organization from each Showcase event.

"*abovo*" means from the beginning, so appropriately named, Showcase events cater to many aspects of our lives and provide specific target marketing, promotional and business opportunities for your business, products or services at each event.

Showcase visitors are your current and future prospective clients. Visitors will be entertained, informed and enjoy the experience of making their purchase decisions at each venue. Prospective customers will meet you the professionals from York and Simcoe Regions and the GTA.

Showcase events are the ideal venue for your company to network with other complementary businesses and meet one-on-one with prospective customers through a targeted market approach. The Showcase is another promotional tool to assist you in maximizing your sales opportunities...a great R.O.I. Events feature a cross section of interesting vendors, all under one roof and right here in York Region!

We understand the vendors and sponsors needs – we get it! Based on our direct exhibit experience as vendors ourselves and supported by several decades of event planning, management, marketing and promotion, we are pleased to present the Showcase events to your company. Book early to maximize the full benefits - space is booking quickly.

The Wedding & Special Event Showcase is more than just the typical wedding event...the Showcase features programs, services and products which appeal not just to the brides but also the grooms, wedding party AND those attending proms, graduations, corporate and special occasion events. Visitors will enjoy exhibits, fashion shows, demonstrations, samplings, gown sale and be eligible to win prizes and a GRAND Showcase event draw.

The Lifestyle & Artisans Showcase features a live, work play theme addressing health, lifestyle, holistic, alternative, social and recreational programs, as well as services and products which support our active lives. This event appeals to tots, teens, families and seniors... there is something for everyone. Talented artisans will sell, demonstrate and feature their unique, hand crafted and one-of-a kind creations.

THE 2009 & 2010 ABOVO SHOWCASE EVENTS INCLUDE:

Fall / Winter - 2009 - WEDDING & SPECIAL EVENT SHOWCASE (Weddings, Proms, Graduation, Corporate & Special Occasions)

Public Hours - Saturday November 7th (10a.m. – 6p.m.) & Sunday November 8th (10a.m. – 5p.m.)

(Vendor pre-assigned set-up Friday November 6th, 1p.m. – 8p.m.) hosted at the Newmarket Community Centre Complex

Spring - 2010 - WEDDING & SPECIAL EVENT SHOWCASE – (Weddings, Proms, Graduation, Corporate & Special Occasions)

Public Hours - Saturday April 10th (10a.m. – 6p.m.) & Sunday April 11th (10a.m. - 5p.m.)

(Vendor pre-assigned set-up times Friday April 9th - 1p.m. - 8p.m.) hosted at the Aurora Community Centre

Spring - 2010 LIFESTYLE & ARTISANS SHOWCASE – (Live, Work, Play – from tots, to teens, to seniors)

Public Hours - Saturday May 15th (10a.m. - 6p.m.) & Sunday May 16th (10a.m. - 5p.m.)

(Vendor pre-assigned set-up times Friday May 14th - 1p.m. – 8p.m.) hosted at the Aurora Community Centre

We look forward to speaking with you to discuss the many innovative opportunities to best promote and market your business and meeting new perspective customers.





SHOWCASE PROMOTION, MEDIA & MARKETING

The ABOVO SHOWCASE EVENTS feature businesses, and professionals from throughout York, Simcoe Regions and the GTAthere is something of interest for everyone! Showcase visitors are a targeted market who will be interested in your company, services and products.

The Wedding & Special Event Showcase presents products and services for the bride, groom, members of the wedding party AND for those attending proms, graduations, anniversaries, special occasion and corporate events.

The Lifestyle & Artisans Showcase features lifestyle products and services as well as artisans one-of-a kind arts, crafts and creations. This event appeals to tots, teens, families and seniors. Social, recreational, health, holistic and lifestyle supports will provide valuable information and opportunities as well as an enjoyable experience to those attending the Showcase event.

The Showcase Events can be your #1 marketing initiatives

to help turn qualified leads into business; enhance product awareness; complement your marketing; build consumer relationships; increase media exposure; build your branding; meet qualified prospects and network with other special complementary business.

COMPETITION - keep a step ahead as a Showcase event participant

CONTACT- meet qualified prospects at the Showcase events - a tremendous opportunity to promote and market your business

DIRECT LEADS - turn qualified Showcase leads into direct business as you gather customer information

EXCELLENT VENUE & EXPOSURE - an effective venue to promote and expose your company to specific targeted markets

INTERACT- directly with prospective customers one-on-one to present your business to a large audience at one time, in one place and in a cost efficient manner

CONVENIENCE - people love a one-stop shopping venue to see the latest trends, fashions and to compare prices.

Why host the ABOVO Wedding & Special Event Showcase in York Region?

York Region, with an estimated population of 1million, is situated in one of the fastest growing, most diversified areas in Canada and is comprised of 9 unique municipalities, each offering multi-cultural charm.

York Region is recognized for its:

- dynamic robust economy with a Gross Domestic Product larger than the Atlantic Provinces
- growing ethnic diversity
- high retail sales environment
- affluent market recognized for income levels which are among the highest in Canada
- easy commuting distance to the GTA and major points around Simcoe and Durham Regions
- entrepreneurial attraction and is home to many national and international companies

How will the ABOVO Showcase Events be promoted?

Electronic and print venues which include:

- Community Event Listings – promotion within a 1 hr. drive time of the events primarily in the Towns of: Markham, Richmond Hill, Aurora, Whitchurch-Stouffville, Newmarket, East Gwillimbury, Georgina, the City of Vaughan, the Township of King, Bradford, Barrie, Orangeville, Alliston, Durham and Simcoe Regions
- Newspapers / magazines – targeting Aurora Banner, Bradford West Gwillimbury Topic, Georgina Advocate, Markham Economist, Newmarket Era, Richmond Hill Liberal, Stouffville Tribune, Thornhill Liberal, Vaughan Citizen & community newspapers
- Events - Community, Wedding & Special Event Shows
- Networking Groups – i.e. Women's Int. Network Groups, Bus. Women's Networking Assoc., At Face Value Networking & others
- Chambers - regional Chambers of Commerce
- Other - Rogers & the A Channel Television Event listings, Shows, Festivals & Fairs
- Web Directory Listings
- Web Sites - ABOVO Web Site - links to sponsors, exhibitors, ABOVO Partners - Wellington House Spa Web site, related show & special event sites and directories
- Materials - print / collateral materials and 2 for 1 Guest Passes
- On site opportunities through participating Exhibitors 's and Sponsor's places of business
- Signage – marquees / signage at the various venues
- Radio – What's Happening Events
- Wedding & Special Event electronic directories
- The selected Showcase Event Charities - network & contacts

REMEMBER, you just need ONE booking at the Showcase Events to pay for your exhibit fee – this is a GREAT return on your investment!



Abovo Wedding & Special Event Showcase November 2009 Exhibitor's & Sponsor's **APPLICATION FORM**

I, the Exhibitor/ Sponsor, am applying for space in the ABOVO Wedding & Special Event Showcase Saturday Nov. 7th 2009 -10:00am - 6:00pm & Sunday Nov. 8th 2009 – 10:00am – 5:00pm (Pre-assigned Vendor set-up Friday Nov. 6th 2009 –1:00pm- 8:00pm) hosted at the Newmarket Community Centre. I agree to abide by the terms and conditions as stated in the Agreement.

Company Name: _____

Contact Name: _____ Email: _____

Phone: () _____ Ext. _____ Cell: () _____

Website: _____

Address: _____ Suite/ Unit #: _____

City: _____ Province: ONTARIO Postal Code: _____

2009 Wedding & Special Event Exhibit Rates

Booth incl: 6' covered table, back & side booth drapery & 2 chairs

Details	Fee Per Exhibit Space	Plus GST	TOTAL
10' W x 8' D	\$499	\$24.95	\$ 523.95
15'W x 8' D	\$699	\$34.95	\$ 733.95
20' W x 8' D	\$899	\$44.95	\$ 943.95
Hydro – limited to booths /& displays on exterior walls only	NC		first come basis
Show Guest Bag Inserts - \$100 value			FREE BONUS
Show Directory - company name listing			FREE BONUS
Abovo Web Site - Exhibitors & Sponsors company name listing			FREE BONUS
Show Directory Advertising – see Ad Application Form			Rates Apply

Sponsorship (without GST)	\$ _____
Exhibit Rental Space Rate (without GST)	\$ _____
ADD 5 % G.S.T	\$ _____
TOTAL	\$ _____
Less 50% Deposit –deposit enclosed	\$ _____
Balance - post date cheque enclosed payable by <u>AUGUST 7th, 2009</u> or pay on line	\$ _____
<p>() YES..contact me for details for the 2010 ABOVO Showcase Events to receive a \$250 BOOKING BONUS in the Showcase Directory</p> <p>ABOVO Wedding & Special Event Showcase April 10th & 11th, 2010 - Aurora Community Centre</p> <p>ABOVO Lifestyle & Artisans Showcase May 15th & 16th, 2010 - Aurora Community Centre</p>	

PAYMENT OPTIONS

- () **PAYPAL** – Payment on line through www.abovoshowcaseevents.com - Just select Visa or Master Card
- () **CHEQUE(S) ENCLOSED** - Payable to ABOVO EVENT PLANNING INC.

I agree to the terms and conditions for this event:

Date _____ Print Name _____ Signature _____

ABOVO EVENT PLANNING INC. (GST#894403211 RT0001)

_____ Abovo Event Planning Inc. Representative



Abovo Wedding & Special Event Showcase APRIL 2010 Exhibitor's & Sponsor's APPLICATION FORM

I, the Exhibitor/ Sponsor, am applying for space in the ABOVO Wedding & Special Event Showcase Saturday April 10th 2010 - 10:00am- 6:00pm & Sunday April 11th 2010 – 10:00am – 5:00pm (Pre-assigned Vendor set-up Friday, April 9th 2010 – 1:00pm- 8:00pm) hosted at the Aurora Community Centre. I agree to abide by the terms and conditions as stated in the Agreement.

Company Name: _____

Contact Name: _____ Email: _____

Phone: () _____ Ext. _____ Cell: () _____

Website: _____

Address: _____ Suite/ Unit #: _____

City: _____ Province: ONTARIO Postal Code: _____

2010 Wedding & Special Event Exhibit Rates

Booth includes 6' covered table, back & side booth drapery & 2 chairs

Details	Fee Per Exhibit Space	Plus GST	TOTAL
10' W x 8' D	\$675	\$33.75	\$ 708.75
15'W x 8' D	\$875	\$43.75	\$ 918.75
20' W x 8' D	\$1075	\$53.75	\$1128.75
Hydro – see Hydro Form			Rates apply
Show Guest Bag Inserts - \$100 value			FREE BONUS
Show Directory - company name listing			FREE BONUS
Show Directory Advertising	See ad form		Rates apply
Abovo Web Site - company name listing			FREE BONUS

Sponsorship (without GST)	\$ _____
Exhibit Rental Space Rate (without GST)	\$ _____
ADD 5 % G.S.T	\$ _____
TOTAL	\$ _____
Less 50% Deposit -deposit enclosed	\$ _____
Balance - post date cheque enclosed payable by <u>FEBRUARY 10th, 2010</u> or pay on line	\$ _____
<p>() YES ..contact me for 2010 ABOVO Showcase Events details to receive a \$250 BOOKING BONUS in the Directory when I book 2 Showcase events.</p> <p>ABOVO Wedding & Special Event Showcase - April 10th & 11th, 2010 Aurora Community Centre</p> <p>ABOVO Lifestyle & Artisans Showcase - May 15th & 16th, 2010 Aurora Community Centre</p>	

PAYMENT OPTIONS

() **PAYPAL** – Payment on line through www.abovoshowcaseevents.com - Just select Visa or Master Card

() **CHEQUE(S) ENCLOSED** - Payable to ABOVO EVENT PLANNING INC.

I agree to the terms and conditions for this event:

Date _____ Print Name _____ Signature _____

ABOVO EVENT PLANNING INC. (GST#894403211 RT0001)

_____ Abovo Event Planning Inc. Representative



Abovo Lifestyle & Artisans Showcase MAY 2010 Exhibitor's & Sponsor's APPLICATION FORM

I, the Exhibitor/ Sponsor, am applying for space in the ABOVO Lifestyle & Artisans showcase Saturday May 15th 2010 - 10:00am- 6:00pm & Sunday May 16th 2010 - 10:00am - 5:00pm (Pre-assigned Vendor set-up Friday, May 14th 2010 - 1:00pm- 8:00pm) hosted at the Aurora Community Centre. I agree to abide by the terms and conditions as stated in the Agreement.

Company Name: _____
 Contact Name: _____ Email: _____
 Phone: () _____ Ext. _____ Cell: () _____
 Website: _____
 Address: _____ Suite/ Unit #: _____
 City: _____ Province: ONTARIO Postal Code: _____

2010 Lifestyle & Artisans Showcase Exhibit Rental Rates

Booth includes 6' covered table, back & side booth drapery & 2 chairs

Category	10' W X 8' D	15' W X 8' D	20' W X 8' D
BUSINESSES	\$675	\$875	\$1075
GST:	\$33.75	\$43.75	\$53.75
Total:	\$708.75	\$918.75	\$1128.75
ARTISANS	\$499	\$699	\$799
GST:	\$24.95	\$34.95	\$39.95
Total:	\$523.95	\$733.95	\$838.95
Other:			
Hydro	Form TBA		Rates apply
Show Guest Bag inserts	\$100 value		FREE BONUS
Show Directory	company listing		FREE BONUS
Directory Advertising	See App. form		Rates Apply
Abovo Web Site	company name		FREE BONUS

Sponsorship (without GST)	\$ _____
Exhibit Rental Space Rate (without GST)	\$ _____
ADD 5 % G.S.T	\$ _____
TOTAL	\$ _____
Less 50% Deposit - non-refundable	
Deposit enclosed	\$ _____
Balance - Post Date cheque enclosed payable 3 mths prior to Show date by <u>March 13th, 2010</u>	\$ _____
<p>() YES..contact me for details for the 2010 ABOVO Showcase Events to receive a \$250 BOOKING BONUS in the Directory when you book 2 Showcase events.</p>	

PAYMENT OPTIONS

- () **PAYPAL** - Payment on line through www.abovoshowcaseevents.com - Just select Visa or Master Card
 () **CHEQUE(S) ENCLOSED** - Payable to ABOVO EVENT PLANNING INC.

I agree to the terms and conditions of this event:

Date _____ Print Name _____ Signature _____

ABOVO EVENT PLANNING INC. (GST#894403211 RT0001)

_____ Abovo Event Planning Inc. Representative



Exhibitor's / Sponsor's Logistics & Information Registration

Please attach this form to your Exhibit Application Form

Exhibitor's / Sponsor's Contact Information:

Company Name: _____
 Contact Person: _____
 Phone: () _____ Cell: () _____
 Email: _____

YES - I want to participate in the **GRAND DOOR PRIZE DRAW** - please contact me. Prize draws add to the excitement of the Showcase. Your company will receive reciprocal advertising in conjunction to the draw and we look forward to speaking to you to secure your spot and contribution. (Limits per category)

FREE \$100 value - BONUS OPPORTUNITY - GUEST BAG GIVE-A-WAY & GIFT ITEMS

YES - I will to provide a **GUEST BAG GIVE-A-WAY ITEM**. Describe the item that you wish included in the Guest Bags. Your Exhibitors Confirmation Package will include details as to where and when item(s) are required for insertion into the bags.

SHOWCASE DIRECTORY ADVERTISING

Yes I would like to advertise in the Showcase Directory November 2009 April 2010 May 2010

See Attached order form

ITEM	YES	NO
TABLES : a 6' covered table is provided with your exhibit space. Do you require this table?		
CHAIRS : Do you require chairs? <input type="checkbox"/> 1 OR <input type="checkbox"/> 2		
DISPLAY & BOOTH AREA : Do you have a..... <input type="checkbox"/> display <input type="checkbox"/> unit or pop-up unit <input type="checkbox"/> self contained booth <input type="checkbox"/> floor display <input type="checkbox"/> table display <input type="checkbox"/> easel(s) <input type="checkbox"/> tri-pod (s) Please indicate the type and size of the display or unit. If possible. Provide a picture. Description: _____ _____ _____		
Depending on the size of your display area, will you be bringing.... <input type="checkbox"/> floor coverings / rugs <input type="checkbox"/> plant materials <input type="checkbox"/> televisions, monitors, projector screen <input type="checkbox"/> lights <input type="checkbox"/> desk <input type="checkbox"/> chair <input type="checkbox"/> stool <input type="checkbox"/> display counters <input type="checkbox"/> cabinet <input type="checkbox"/> refrigeration units <input type="checkbox"/> food <input type="checkbox"/> fountains-water <input type="checkbox"/> fountains-chocolate <input type="checkbox"/> stand-a-lone booth: photo, game <input type="checkbox"/> beverages		
If you are bringing any of the above noted display items, please provide a brief description to ensure your space can accommodate these items. _____ _____ _____		
HYDRO SEE HYDRO / ELECTRIC INFO IN Guidelines, Rules & Regulation Form Do you require Hydro? (a Hydro will also be included in your Exhibitor's Confirmation package under separate cover)		
SIGNAGE <ul style="list-style-type: none"> Do you have a sign that attaches to your table or your own display unit? Note, you are not able to affix any signage, banners etc. to walls or suspended from ceilings 		
RETAILING <ul style="list-style-type: none"> Will you be retailing products at your booth? Please describe a general description of product(s) or services sold. _____ _____ _____		

SAMPLING	YES	NO
<ul style="list-style-type: none"> ▪ Will you be providing products to sample or food or beverages at your booth? Please describe. <hr/> <hr/> <hr/>		
ATTN: FASHION SHOW PARTICIPANTS – please provide the following information		
PRESENTATION AREA: Do you require any special supports or items to accommodate your needs?		
DO YOU REQUIRE THE USE OF THE FOLLOWING: (please indicate Y or N so we may coordinate your needs with you)		
<ul style="list-style-type: none"> ▪ Music – Note - please provide your own music with approp. licensing approvals. You will be working with the Showcase DJ & A/V services. 		
<ul style="list-style-type: none"> ▪ MC – subject to Abovo Showcase Management approval - Please provide the name of your Fashion Show MC: _____ their contact number: () _____ their email: _____ 		
THE ABOVO SHOWCASE SHALL PROVIDE:		
<ul style="list-style-type: none"> ▪ Sound system & microphone 		
<ul style="list-style-type: none"> ▪ Podium 		
<ul style="list-style-type: none"> ▪ decorated stage area 		
<ul style="list-style-type: none"> ▪ Change Rooms (please provide a list of items, props, furniture, racks etc. you will be brining for the change rooms) <hr/> <hr/> <hr/>		
<ul style="list-style-type: none"> ▪ Tell us about your Fashion Models – How many – () men () women () children 		
DRESS SALE		
<ul style="list-style-type: none"> ▪ Abovo will work directly with your company(s) in providing the dresses/gowns to ensure an appropriate display and gown sale area and a change room. 		



SPONSORSHIP OPPORTUNITIES
.....a great return on your investment!

ABOVO SHOWCASE SPONSORSHIP includes: <ul style="list-style-type: none"> ▪ 3 Sponsorship levels -Silver, Gold and Diamond ▪ opportunities to customize and tailor your Sponsorship package in order to maximize your Showcase exposure in support of your companies marketing needs ▪ each tiered Sponsorship level provides an increased visibility to your company, your brand, image, and logo ▪ Showcase Sponsorship provides additional company exposure in the electronic and print collateral materials and the media pre, during and post Showcase events ▪ includes a 12 month listing on the ABOVO Showcase event website Please complete the Exhibitor's & Sponsor's Application Form within this package to Register as a Sponsor.	\$1,000*	\$2,000*	\$5,000*
	SILVER Sponsor	GOLD Sponsor	DIAMOND Sponsor (key enhanced position)
COLLATERAL MATERIALS - logo on "2 for 1" Guest Passes - logo on flyers - logo on the on-site Showcase signage at the event	Listing Listing Listing Listing	Logo YES YES YES	Enhanced Logo Size YES YES YES
PROMO ITEMS – include a promotional item in visitors GUEST BAGS	YES – 1 item	YES – 2 items	YES – 3 items
MEDIA / ADVERTISING - logo included in event advertising	YES	YES	YES Predominant position
EVENT ANNOUNCEMENTS - the Showcase MC will acknowledge and announce various Sponsors throughout the event weekend	YES	YES additional announcement frequency	YES enhanced announcement frequency
DIRECTORY- Sponsors listing in the Showcase Directory	Listing	Enlarged bold listing	Predominant bold listing
COMPLIMENTARY GOLD SPONSOR'S DIRECTORY ¼ pg AD \$250 value	--	YES ¼ pg ad	YES 1 pg ad
WEB EXPOSURE - link on the ABOVO Showcase Website – for 12 months	YES	YES expended contact info	YES enhanced & expanded contact info
PREMIER EXHIBIT BOOTH LOCATION- at the Showcase Event	--	YES Booth included 8"D X 10" W	YES Booth included 8"D X 10" W
GUEST PASSES Sponsors 2 for 1 Passes - \$10 VALUE per pass	200 \$2,000 value	300 \$3,000 value	400 \$4,000 value

Please complete the Exhibitor's & Sponsor's Application Form within this package to Register as a Sponsor.
* plus GST



ADVERTISING OPPORTUNITIES IN THE SHOWCASE DIRECTORY

Please indicate the Abovo Showcase Directory (s) that you wish to place an advertisement in:

- () Fall/Winter Abovo Wedding & Special Event Showcase – November 7th & 8th 2009
- () Spring/Summer Abovo Wedding & Special Event Showcase - April 10th & 11th 2010
- () Spring/Summer Abovo Lifestyle & Artisans Showcase - May 15th & 16th 2010

Company name:	
Contact person:	
Address:	
City/Town:	Postal Code:
Phone: Bus: () _____	
Fax: () _____	
Cell: () _____	
Email:	
Web Site:	

Colour Ad Size (camera ready art work)	Ad Cost	GST	Total
Back Cover	\$1,000	\$50.00	\$1,050.00
Inside Front Cover	\$ 850	\$42.50	\$ 892.50
Inside Back Cover	\$ 850	\$42.50	\$ 892.50
Full page (1 st come basis)	\$ 750	\$37.50	\$ 787.50
Business Card Size Ad	\$ 250	\$12.50	\$ 262.50

Art Work: <ul style="list-style-type: none"> colour camera ready art work is required for your ad additional format & specification details will be provided in your Confirmation Package est. 3,000 directories will be printed
--

All advertising promotional opportunities are on a first-come basis. Upon acceptance by Abovo Management, this contract shall be legally binding. Payments and art work must accompany your application and are non-refundable.		
_____ Authorized Signature	_____ Title	_____ Date
CHEQUE Payable to: ABOVO EVENT PLANNING INC. ~ 412 Simcoe Street, Newmarket, ON., L3Y 2M3 ~ 905.953.1190 GST #: 894403211 RT0001		



GUIDELINES, RULES & REGULATIONS for all Abovo Showcase Events

1. SET UP & EVENT TIMES

Vendor Set up - Friday – 1pm – 8pm - pre-assigned Vendor check-in times. We request that Vendors be in attendance at least 30 – 45 minutes prior to the public hours of the Showcase events. Public event hours are: Sat. 10am – 6pm & Sunday 10am – 5pm. Details, directions, etc. will be forwarded to you in your EXHIBITOR'S CONFIRMATION PACKAGE. A refreshment station will be provided to Vendors for the set-up and throughout the event.

2. TAKE DOWN

Take down will only occur at the conclusion of the event - Sunday after 5pm. Exhibitors are asked not to dismantle/remove equipment, displays, signage etc. until after the posted close of the Show. All items must be fully removed from the building by 8:00 pm. on Sunday. Management is not responsible for items left on the premises after closing and will be at the risk and expense of the Exhibitor. *Note* - Ontario Health & Safety – no person under the age of 14 may participate in the set-up or take down of the Vendor's exhibits.

3. ALLOCATION OF EXHIBIT / DISPLAY SPACE

Management: allocates space on a pre-assigned "first come" basis and reserves the right to relocate exhibit space, as per the floor plan or in the best interest of the overall event. Management cannot be held liable if competitive Exhibitors are adjacent or opposite one another. All efforts are made to allocate space on a basis which is supportive to all Exhibitors.

4. SPACE RENTAL PAYMENT

A 50% DEPOSIT must accompany your application. The balance is due 3 mths prior to the Showcase event (see application form). If the balance is not received by the due date, the Exhibitor waives their rights to the space contracted and the event will not guarantee space of the booth specified in this Agreement.

5. SUBLETTING

Exhibitors shall not assign, sublet or apportion the whole or any part of their allocated space to another Exhibitor.

6. SET-UP & BOOTH OPENINGS

No major changes to displays are permitted during the public hours of the Show. In the event of the Exhibitor's booth/table is not open at any time during the Show hours, Management has the right to open the display by the removal of any coverings of and is under no liability to the Exhibitor for any loss/damage caused thereby or as a result of the booth/table being opened in that way and being left unattended.

7. CONDITION & CARE OF EXHIBITORS DISPLAY AREA

The exhibit area must be orderly at all times and always ready for the Show opening. Exhibitors are not permitted to use general facility areas for display, products, services or literature.

8. STAFFING THE BOOTH OR DISPLAY AREA

A minimum of 1 person must be at the Exhibitor's exhibit area at all times.

9. DAMAGE

The Exhibitor indemnifies and holds blameless the Abovo Management, the facility and Sponsors of any damage, expenses or liability arising from any act done or omitted by the Show, said Exhibitors, agents, servants, employees or invitees, including set-up and take down times. The Exhibitor's property is displayed and exhibited at the Exhibitor's sole risk and Management shall not be responsible for any loss or damage. In the event that the Show premises are unfit for occupation or can not be occupied due to elements or other circumstances, the Management shall be released from any and all claims which may arise as a consequence thereof.

10. ADVERTISING / PROMOTION / MARKETING

The Exhibitor grants the Management the right to use the name of the Exhibitor as a part of its advertising. The Management may be included in the advertising of the Exhibitor - the content must be in the best interest of the Show as well as the Exhibitor.

11. BADGES & PASSES

EXHIBITOR'S CONFIRMATION PACKAGE - each Exhibitor will receive 2 exhibit Show badges. The Exhibitor will also receive 100 - 2 for 1 Guest Passes, to invite the general public (free pass past value is \$10). If additional passes are required, please contact the Abovo Showcase office.

12. DISPLAY, SIGNAGE & ON-SITE RETAIL SALES & RESERVATIONS

Exhibitor's products, services, materials, raffles, give-a-ways and booth etc. must be presented in a professional manner. Signage is to be professionally made and restricted to the Exhibitor's designated display area.

13. RETAIL SALES, ORDERS & SAMPLING

We encourage - reservations, orders, retail sales, free samples/sampling during the Showcase events. As is a standard practice, all food products must be approved by Management and adhered to safe food handling requirements of York Region Public Health.

14. CONDUCT - ALCOHOLIC BEVERAGES

No alcoholic beverages will be allowed in the exhibit areas. In the opinion of Management, if an Exhibitor or his servant or agents etc., conduct themselves in an objectionable manner, he/she will be liable and asked to leave the event in such circumstances. Management will not be liable for any damage/loss to the Exhibitor or the person expelled nor will there be any refunds.

15. HYDRO - ELECTRICAL SERVICE

If a hook-up for service is required, please see the Hydro - Electrical Hook-Up Request form in your Exhibitor's Package and Confirmation Package. The form will state a due date for filing your request and must be received by the electrical supplier on or before that date in order to ensure hookup. Any electrical equipment provided by the Exhibitor must be hydro/C.S.A. certified/approved PRIOR to the Show, or it may be removed from the building.

16. ARRANGEMENT & RESTRICTIONS OF EXHIBIT BOOTHS & AREAS

The exhibits must not be taller than 8'; protrude beyond the measured booth area dimensions nor obstruct a clear view of the neighboring displays. The Exhibitor is not permitted to attach displays or signage etc. to walls, pillars, ceilings, or flooring in the exhibit building by any method. Management restricts the use of engines, machines, smoke, smell, glaring or irregular lighting effects, loud music or entertainment by the Exhibitor (which may be deemed by the Management as a nuisance to others).

17. SHOW INSURANCE

(see enclosed brochure or go to - www.palcanada.com)

Exhibitors are required to have 3rd Party Liability Insurance coverage for their exhibit against theft, damage, personal injury and goods covered for any misfortunes. If Exhibitors do not have Liability Insurance coverage, insurance may be conveniently and affordably applied for through Pal Insurance Brokers directly on line at www.palcanada.com. Pal Insurance targets Exhibitors for consumer and trade shows, fairs and festivals, etc. and is designed to accommodate booths, kiosks, tables etc., at events for a day or up to a year.

Exhibitors must name ABOVO Event Planning Inc., Abovo Decorating & Event Planning, the Abovo Showcase Event, Management and their agents, employees or affiliates etc (which incl. the affiliates of Wellington House Spa and Diane Humeniuk & Associates Inc.) as co-insured.

Confirmation and proof of insurance (certificate) is to accompany your application for booth space. Exhibitors will hold the Management and others, as noted above, harmless from any damage, expense or liability arising from any injury/damage to any person, (incl: the general public, exhibitors, or others etc.) or to the property of the Exhibitors or others, occurring either in the space occupied or elsewhere as a result of its occupancy. The Exhibitor holds the Management harmless of any act or omission of the Exhibitors which causes bodily injury or professional damage during the set-up, event, or take-down.

18. SHOW LIABILITY

Management (and others as noted above) are not liable or responsible for any loss, damage, theft or destruction caused to any goods, equipment or any other property belonging to the Exhibitor, or any loss, damage or injury suffered by the Exhibitor or Vendors or his servants, agents or by any other person.

19. PERMITS & LICENSES

Exhibitors are to ensure compliance with bylaws or regulations, fire and health ordinances regulating installation and operation of their exhibit and are solely responsible in obtaining any such approvals, insurance, licenses or permits etc. that may be required to participate in the Showcase events.

20. COPYRIGHTED MATERIALS

The Exhibitor is responsible for obtaining any licenses and permits to use music, photographs or copyrighted materials in their exhibit and will indemnify and hold harmless, the Management, Showcase event facility, agents, employees etc. (as identified above) from all loss, costs, claims, causes of action, suites, damages and liabilities.

21. CONFIDENTIAL SHOWCASE BRIDES & ATTENDEES LIST

In accordance with Confidentiality Regulations, Show visitors, will be requested to complete a ballot in order to qualify and enter the Grand Prize and other Showcase Draws. The ballots incl: contact info and function date(s) as well as Showcase comments. The ballot asks permission to make their contact information available ONLY to Management, Exhibitors and Sponsors through a list.

The Attendees list is strictly confidential. All parties (Exhibitors, Sponsors, and Management etc.) are subject to complying with Confidentiality Regulations. The Management and their agents, employees or affiliates etc., are not responsible or liable in any way, if Exhibitors, Sponsors, or their agents, employees or affiliates, do not comply or are in contravention of the Confidentiality Regulations.

22. BOOTH RENTAL PAYMENT

Deposits must accompany the Exhibitor's Application along with a post dated cheque for the full balance. Any balance remaining is due 3 months prior to the Showcase event (see Application Form) If the balance is not received by that date, the Exhibitor waives the rights to the designated space. Payment in full is required for applications processed after the date of 3 months prior to the event. No portion of the payment is refundable and the Exhibitor is liable for the total space contracted for. A \$50 charge is required for any returned NSF cheques. BONUS - Receive a \$250 FREE DIRECTORY AD when multi booking 2 or more Showcase events as an Exhibitor or Sponsor – inquire about details.

23. CANCELLATION –Extenuating Circumstances

The Exhibitor may cancel the booth reservation in writing up to 90 days prior to the set-up day of the Show, based on extenuating circumstances. Deposits are non-refundable. If the Deposit has not been received by the 90 days, the Exhibitor will still owe the Deposit as liquidated damages. All cancellations must be confirmed to Management in writing, at which time Management is free to release the space(s). If the Exhibitor has not notified Management of the cancellation and fails to remit any outstanding balance by the final payment due date, Management will release the space(s) and the Exhibitor will remain liable for the full space payment. If there is a “no show”, there is no refund.

24. FOOD & BEVERAGE

The facility has a concession booth which will managed by a catering company who is also an Abovo Showcase Exhibitor. Refreshments, lunch items, and snacks will be available for purchase. A COMPLIMENTARY REFRESHMENT STATION of tea and coffee will be provided to Vendors for the set up and throughout the event.

25. GENERAL

All matters and questions not covered by these Guidelines, Rules & Regulations are subject to the decision of the Management who has full discretion, interpretation and enforcement of all items contained herein and the authority to make such amendments governing conduct and participation. The Exhibitor, Vendor, Sponsor agrees to abide by all Guidelines, Rules and Regulations.

THANK YOU
for your participation and support



ABOVO SHOWCASE EXHIBIT DISPLAY AWARDS

The quality and design of exhibit display areas and booths, contributes considerably to the overall success of any professional and well attended consumer, trade or special event Show.

Exhibit booths reflect the energies that have been invested by the Exhibitors and Sponsors into their displays in presenting their company, products, and services.

This is complemented by artistic creativity, innovation, implementation of the theme of the show and the various technologies and materials that have been used within the displays.

As such, the Abovo Showcase Event Management along with selected Judges will present three (3) awards to acknowledge and pay tribute to those Exhibitors.

The Awards will be based on:

SHOW THEME which demonstrates:

- the creativity of the Exhibitor or Sponsor in presenting their company, products, services or programs within the in their display area, to depict the Abovo Showcase theme to the public

TECHNOLOGY which demonstrates:

- the innovative use of technology incorporated into the display by the Exhibitor or Sponsor to promote, inform and educate the public as to their products, services and programs

USE OF MATERIALS which demonstrates:

- the best use of promotional and marketing materials including branding of the company name (including displays, coverings, lighting, materials, signage, collateral materials)

PRESENTATIONS of the Awards:

- the 3 awards will be presented on stage at the conclusion of the fashion show on Sunday which will then be followed by various draws and prizes

MEDIA NOTICE:

- the Showcase will advise the area media of the winners of the 3 awards

Good luck!

Rita Lagree & Diane Humeniuk

