

# CALGARY FALL HOME SHOW

September 21<sup>st</sup> – 24<sup>th</sup>, 2017  
BMO CENTRE, STAMPEDE PARK

## SPACE AGREEMENT & APPLICATION

**DEADLINE FOR ON-SITE RENEWAL RATE: SEPTEMBER 25, 2016**

The following agreement will serve as both your application and your contract:

- Read all of the rules and regulations on the reverse side.
- Fill out the Application / Contract completely.
- Sign the contract to validate your agreement with Marketplace Events LLC.
- Keep a copy for your records.
- Mail or fax pages 2, 3 & 4 with a non-refundable 33% deposit to the address and/or fax number below.  
**BOOTH SPACE WILL NOT BE HELD WITHOUT A DEPOSIT.**

---

### BOOTH ALLOCATION

Booth space will only be allocated once your signed Application/Contract and non-refundable deposit have been received. An Exhibit Sales Consultant will contact you to confirm your booth space allocation. It is recommended that all booths are constructed of hard wall (except perimeter locations).

---

### CONFIRMATION STATEMENT/ PAYMENT SCHEDULE

- ✓ 33% Non-refundable deposit is due with the Contract/Application.
- ✓ 66% Interim payment is due **May 10, 2017**. 66% payment must accompany any Contract/Application after this date.
- ✓ Full payment is due **July 18, 2017**. Full payment must accompany any Contract/Application after this date.
- ✓ Confirmation in the form of an invoice or account statement will be emailed.
- ✓ MPE reserves the right to make any necessary modifications to the floor plan or traffic flow.
- ✓ All Exhibitors will receive (via email) the complete "Exhibitor's Information Kit" 30 days in advance of the show to aid in planning and preparation.

---

### RETURN YOUR APPLICATION & CONTRACT TO:

Marketplace Events  
Macleod Place 2  
#602 – 5940 Macleod Trail SW  
Calgary, AB T2H 2G4

Jodi Vereschagin (Companies A – E)	(403) 253-1177 ext. 208
Dustin Smith (Companies F – P, #)	(403) 253-1177 ext. 203
Casey Matulic (Companies Q – Z)	(403) 542-1649
Toll Free	(866) 941-0673
Fax	(403) 253-7878

---

Don't forget to visit our website for regular updates!  
[www.CalgaryHomeShow.com](http://www.CalgaryHomeShow.com)



HomeAndGardenEvents



@HomeShowsAB

**1. EXHIBITOR COVENANTS**

- a) The Exhibitor agrees to (i) obey all laws, by-laws, ordinances and regulations governing use of the facility and operation of the Show, (ii) abide by the rules and regulations of the city, fire and police departments and of any other government or regulatory body having authority to regulate the facility and the Show, and (iii) obey all laws, including those pertaining to health and safety, consumer protection and protection of visitors to the Show.
- b) The Exhibitor agrees to abide by all rules and regulations governing the Show established from time to time by Marketplace Events LLC (MPE), including rules and regulations set forth in the Exhibitor Manual.
- c) The Exhibitor agrees to observe, to the extent applicable, all union contracts and labour relations agreements in force (i) between MPE and contractors providing services to the facility, and (ii) governing companies operating in the facility in which the Show is taking place.
- d) The Exhibitor agrees to obtain, at its own expense, any licenses or permits which are required for the operation of its trade or business during the term of the Show and to pay all taxes, including all applicable sales taxes, of any nature or kind that may be levied against it as a result of the operation of its trade or business in its contracted space.
- e) The Exhibitor agrees not to conduct or be associated with any promotional contests held at or in connection with the Show unless (i) the Exhibitor satisfies MPE that the Contest is being operated in accordance with applicable law; and (ii) the prior written consent of MPE is obtained.
- f) The playing, performing, reproduction, broadcasting or other use at the Show of any music, materials, devices, processes and dramatic rights that is the subject of any third party copyright, trademark, industrial design, patent or any other intellectual property right, by the Exhibitor or its agents, representatives or employees is prohibited without the express written consent of MPE. The Exhibitor agrees to indemnify and save harmless MPE and the facility (and their respective officers, directors, employees, insurers, agents, representatives and those for whom the Exhibitor is responsible in law) against any and all claims, losses, liabilities and damages (including legal fees and expenses) costs and charges arising from or as a result of any unauthorized use of any Work by the Exhibitor, its agents, representatives, employees and those for whom the Exhibitor is responsible in law.
- g) The Exhibitor agrees to occupy the contracted exhibit space during Show hours and to sell, promote or advertise only the products and services described in this license agreement.

**2. MPE RIGHTS**

- a) MPE reserves the right, in its sole and unfettered discretion to: (i) determine the eligibility of Exhibitors and exhibits for the Show, (ii) reject or prohibit exhibits or Exhibitors which MPE considers objectionable, inappropriate, disruptive or offensive to MPE, other Exhibitors or Show attendees; (iii) change or modify the layout of the Show and/or relocate exhibits or Exhibitors; (iv) cancel, in whole or in part, the Show due to an event of force majeure; or (v) change the date, location and duration of the Show; without any liability to MPE.
- b) MPE shall have the right to establish and amend or modify any regulations governing use of the facility and the Show.

**3. ASSIGNMENT AND SUBLETTING**

The Exhibitor shall not assign any rights or sublet space under this license agreement without the prior written permission of MPE, which permission may be withheld in MPE's sole discretion.

**4. INDEMNIFICATION**

The Exhibitor agrees to indemnify and hold harmless MPE and the facility, their respective officers, directors, agents, representatives and employees, against all claims, losses, liability, damages (including legal fees and expenses), costs and charges of every kind resulting from (i) its occupancy of the exhibit space and/or its environs, (ii) the use of equipment or devices furnished to or used by the Exhibitor or other persons in connection with the Show, and (iii) personal injuries, death, property damages or any other damage sustained by the Exhibitor, MPE, the facility, Show sponsors or a visitor to the Show and their respective directors, officers, agents, representatives and employees or those for whom the Exhibitor is responsible in law.

**5. LIABILITY AND INSURANCE**

- a) The Exhibitor shall obtain and maintain at its own expense a comprehensive general liability and all risk property insurance policy acceptable to MPE for the period commencing on the first move-in date and terminating on the last move-out date. The policy shall name MPE as additional insured and insure the Exhibitor against all claims of any kind arising from or in any way connected with the Exhibitor's presence or operations at the Show. The policy shall provide coverage of at least \$1,000,000 for each separate occurrence. At the request of MPE, the Exhibitor shall provide MPE with a copy of such policy.
- b) The Exhibitor is responsible to insure its own exhibit, personnel, display and materials from any damage or loss through theft, fire, accident or other cause and accepts all risks associated with the use of the exhibit space and its environs. The Exhibitor shall not make any claim or demand or take any legal action, whatsoever, against MPE, the Show sponsors or the facility in which the Show is held, for any loss, damage or injury howsoever caused, to the Exhibitor, its officers, directors, agents, representatives, and employees or their respective property.
- c) Neither MPE nor the facility will assume liability for loss for damage, through any cause, of equipment, products, goods, exhibits or other materials owned, rented or leased by the Exhibitor.

**6. BOOTH DISPLAY**

- a) All exhibits require full floor covering. Booth construction and signage must be exhibited in accordance to the rules and regulations pertaining to the Exhibitor's booth type and as outlined in the Exhibitor Manual.
  - Linear booth displays provide 8' back drape and 8' side drapes. Linear booth displays must be no more than 8' high across the back (including signage) and may only extend forward 5' at the maximum 8' height
  - Signs must be one-sided, and not face into another exhibitor's booth.
  - No hand written signs are allowed – use professional signs only.
  - No tents without consent of Show Management
  - Tables must be professionally skirted (no plastic) with floor-length skirting that is pleated or gathered. Fine furniture is acceptable without skirting.
- b) The Exhibitor agrees that no display will be dismantled or goods removed during the term of the Show, but will remain intact until the end of the final closing hour on the last Show day. The Exhibitor also agrees to remove its display and equipment from the Show site by the final move-out day, and in the event of a failure to do so, or failure to return the allocated space to the same condition as at the move-in date, the Exhibitor agrees to pay for any additional costs and expenses incurred by MPE.

**7. CANCELLATION AND TERMINATION**

- a) The exhibitor shall have the right to cancel this license agreement or downsize by notice in writing to be delivered to MPE. All deposits/payments received by MPE up to the date of notice of cancellation or downsize are non-refundable and non-transferable and the balance of the full cost of the space is due immediately. In the event that the Exhibitor (i) fails to make payments in accordance with the payment schedule set out herein or (ii) fails to appear at the show; MPE reserves the right to cancel this license agreement without notice and all rights of the Exhibitor hereunder shall cease and terminate. MPE will retain any and all deposits/payment(s) made by the Exhibitor as liquidated damages (and not as a penalty) for breach of this license agreement and all payments will be due per the terms of the contract. In the event of either of the above circumstances, MPE has the right to (i) re-rent said space and (ii) bring action against the Exhibitor for payment of the full cost of the space originally licensed from MPE.
- b) If the Exhibitor violates or breaches any other terms or conditions of this license agreement, all payments made by the Exhibitor and all amounts due to MPE shall be deemed earned by MPE and all deposits received shall be non-refundable and non-transferable. In the event of any violation or breach of the terms and conditions of this license agreement, MPE shall have the right to immediately occupy the space of the violating and/or breaching Exhibitor and utilize it in any manner as MPE deems appropriate, including, but not limited to, re-licensing its use to another exhibitor. The Exhibitor shall not be entitled to any offset or mitigation of the amount due under this license agreement as a result of the use of or payment for the space by another exhibitor in the Show.
- c) Each covenant by the Exhibitor contained herein is material and of the essence of this license agreement and violation of any term or condition hereof by the Exhibitor shall be a default of the entire agreement entitling MPE to immediately and without notice revoke the privileges granted to the Exhibitor and take possession of the space of the defaulting Exhibitor. Any such revocation of the license granted herein shall be without prejudice to MPE to make any claim for damages or enforcement of the payment of any amounts due pursuant to the terms hereof.

**8. FORCE MAJEURE**

In the event that (i) the facility in which the Show is to be held or is held is destroyed or becomes unavailable for occupancy or (ii) MPE is unable to permit the Exhibitor to occupy the facility or the space, or (iii) if the Show is cancelled or curtailed, for any reasons beyond the control of MPE, including but not limited to, casualty, explosion, fire, lightning, flood, weather, epidemic, earthquake or other Acts of God, acts of public enemies, riots or civil disturbances, strike, lockout or boycott, MPE will not be responsible for any loss of business, loss of profits, consequential or special damages or expenses of whatever nature that the Exhibitor may suffer.

**9. MISCELLANEOUS**

- a) Waiver by MPE of any breach of any term or provision of this license agreement by the Exhibitor shall not be deemed a waiver of any subsequent breach of the same or any other provision hereof.
- b) No alterations or variations of the terms of this license agreement shall be valid unless made in writing and signed by each of the parties hereto.
- c) This license agreement shall be governed by and construed in accordance with the laws of the governing jurisdiction in which the Show is held.
- d) If a show guide is produced for the show, MPE is not responsible for any errors or omissions in the show guide.

**CALGARY  
FALL  
HOME  
SHOW**

**September 21<sup>st</sup> – 24<sup>th</sup>, 2017**  
BMO CENTRE, STAMPEDE PARK

[CalgaryHomeShow.com](http://CalgaryHomeShow.com)

**MARKETPLACE | EVENTS**  
Largest Home Show Producer in North America

September 21<sup>st</sup> – 24<sup>th</sup>, 2017

BMO CENTRE, STAMPEDE PARK

**1. SPACE RATE**

On-Site Renewal Rate (Due September 25, 2016) = \$16.99/sq. ft.  
 Renewal Rate (Due October 7, 2016) = \$17.29/sq. ft.  
 Space Rate (After October 7, 2016) = \$17.59/sq. ft.  
 Corner Premium = \$250 per corner  
 Exhibitor Listing = \$129  
 Direct Sell Premium = \$100

**2. MARKETING OPPORTUNITIES**

Please sign me up for an E-blast

- One e-blast inclusion \$ 500
- Three e-blast inclusions \$1,000

Please sign me up for extra Show Guide Marketing

- Extra Category Listing \$ 100
- Red Show Guide Listing \$ 200
- Top of Category Listing \$ 500

Please sign me up for a Show Guide ad

- ¼ Page \$ 600
- ½ Page \$1,000
- Full Page \$1,800
- Inside Cover \$3,000
- Two Page Spread \$3,250
- Back Cover \$3,500

Please sign me up for Website Advertising

- Medium Rectangle Banner \$1,500

Please sign me up for a logo ID in the Show Guide

- Ideal for booths 400 sq. ft.+ \$ 500

**5. PLEASE MAKE PAYMENT TO MARKETPLACE EVENTS:**

- Cheque  Visa  MasterCard  AMEX

Credit Card : \_\_\_\_\_

Expiry Date: \_\_\_\_\_ / \_\_\_\_\_

**3. BOOTH RULES & REGULATIONS**

**ALL EXHIBITS REQUIRE PROFESSIONAL SIGNAGE & FLOORING**

By signing this contract I understand that I require flooring and professional signage in my booth

We prefer the following locations:

1st Choice: \_\_\_\_\_ 2nd Choice: \_\_\_\_\_ 3rd Choice: \_\_\_\_\_

TOTAL SQ. FT. \_\_\_\_\_ X SPACE RATE \_\_\_\_\_ = \_\_\_\_\_  
 + CORNER BOOTH (if applicable) = \_\_\_\_\_  
 + DIRECT SELL PREMIUM (if applicable) = \_\_\_\_\_  
 + EXTRA MARKETING (Show Guide, Website, etc.) = \_\_\_\_\_  
 + EXHIBITOR LISTING (Mandatory) = **\$129**  
 SUBTOTAL = \_\_\_\_\_  
 GST = \_\_\_\_\_  
 TOTAL = \_\_\_\_\_

**4. DEPOSITS**

33% upon signing of contract \_\_\_\_\_  
 33% payable **May 10th, 2017** \_\_\_\_\_  
 Balance due **July 18th, 2017** \_\_\_\_\_

Non-refundable 33% deposit MUST accompany the signed application; booth space will NOT be booked without a deposit. 66% Non-refundable deposit must accompany any application received after May 10, 2017. All contracts received after July 18, 2017 must be forwarded with FULL PAYMENT.

To ensure we do not place you too close to your competitors, please list your top 3 competitors:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Signature (must be signed by cardholder): \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

**OPTIONAL** I authorize Marketplace Events to process one transaction of the **FULL 100% PAYMENT** on the credit card above.

**By providing a valid credit card for payment, I/We hereby authorize Marketplace Events to process all payments on the dates listed above.**

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov./ State: \_\_\_\_\_ Postal: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Tel: \_\_\_\_\_ Cell: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

Yes, you may email show information to me at: \_\_\_\_\_

(I/We hereby apply for exhibit space in the Calgary Fall Home Show, September 21-24, 2017. If accepted, I/We have read and agree to all conditions of the contract on page 2)

**Authorized Signature X** \_\_\_\_\_ **Date:** \_\_\_\_\_

**FOR OFFICE USE ONLY: Confirmed Exhibit Space(s):**

Date Received: \_\_\_\_\_ Booth#/Size/Dim: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Salesperson: \_\_\_\_\_

**PLEASE SELECT A MAXIMUM OF TWO CATEGORIES LISTED BELOW THAT APPLY TO YOUR COMPANY**

- Appliances
- Architecture/Designers
- Bathroom Services/Fixtures/Laundry Products
- Building & Home Improvement Products
- Cabinets & Countertops
- Closets/Storage/Organization
- Doors & Windows
- Electronics/Communication/Music
- Construction/Remodeling/Renovation
- Financial/Mortgage Services/Realtors
- Fireplaces/Furnaces
- Flooring/Carpet/Tile
- Food & Beverage
- Furniture
- Garage/Doors/Organization
- Garden/Landscaping
- Gifts & Gadgets (Direct Sell)
- Gutters/Eaves/Roofing
- Health/Wellness/Lifestyle
- Heating/Cooling/Plumbing
- Home Accessories/Decor/Art
- Household & Kitchen Products
- Home Builders/Developers
- Kitchen & Bath
- Marble/Granite
- Media/Books/Magazine/Print
- Miscellaneous
- Outdoor Products/Furniture/Lighting
- Paint & Painting Services
- Pets/Pet Products
- Security Systems & Products/Home Automation
- Shutters/Awnings/Window Treatments/Screens
- Spas/Saunas/Pools
- Sponsors/Partners
- Sunrooms/Solariums/Skylights
- Utilities

**CALGARY  
FALL  
HOME  
SHOW**

**September 21<sup>st</sup> – 24<sup>th</sup>, 2017**  
BMO CENTRE, STAMPEDE PARK