



**17th Annual All About Pets[®] Show
April 2-4, 2010
International Centre, Mississauga**

EXHIBIT SPACE APPLICATION & CONTRACT

Company _____

Contact _____ Title _____

Address _____

City _____ Prov /State _____ Postal /Zip Code _____

Phone _____ Fax Number _____

Email _____ Website Address _____

Product to be displayed _____

2010 Exhibit Space Rates

<u>Booth Size</u>	<u>Cost</u>	<u>Before October 2, 2009</u>
10' X 10'	\$1,150.00	\$1,050.00
10' X 20'	\$2,100.00	\$1,900.00
20' X 20'	\$4,000.00	\$3,600.00

EARLY BOOKING DISCOUNT: \$100.00 PER 10'X 10' EXHIBIT SPACE. TO QUALIFY, A COMPLETED SPACE APPLICATION, PLUS A 50% DEPOSIT MUST BE RECEIVED BY OCTOBER 2, 2009.

Exhibit space rates are in Canadian dollars and are subject to 5% GST (Goods and Services Tax). U.S. exchange rate quoted daily. Early booking applications must be received by October 2, 2009 with a 50% deposit. Balance of payment is due December 12, 2009. Applications received after December 12, 2009 requires full payment to confirm exhibit space. Please make cheques payable to: "Showtrends." A deposit cheque must follow an on-line or faxed application within seven (7) working days. Invoices will be issued to reflect payments. Bulk exhibit space rates are available upon request.

Show Location	Show Date	Booth Size	Booth # Preference		Cost
			First Choice	Second Choice	
Mississauga, ON	April 2-4, 2010				

Exhibitor Kit: I/we prefer to receive our Exhibitor Kit via: <input type="checkbox"/> Mail <input type="checkbox"/> Email <small>Note: if indicating email, please ensure email address is complete and clear above</small>	GST (5%)	
	Total Due	

Retain a copy for your records. Showtrends – a division of 1031222 Ontario Limited P.O. Box 153 Milton, ON L9T 4N9 Phone: 289-878-6809 or 877-340-PETS (7387) Fax: 289-878-6836 Email: tdemarchi@allaboutpetsshow.com or showtrends@cocego.net	<input type="checkbox"/> Cheque <input type="checkbox"/> Mastercard <input type="checkbox"/> Visa
	Credit Card No. _____
	Expiry Date _____/_____/_____
	Name _____ <small>(as it appears on card)</small>
	Authorized _____ Signature

This signed application for exhibit space constitutes a binding agreement between the above-mentioned parties. The exhibitor agrees to all the conditions stated on the reverse side and all rule and regulations set out in the exhibitor manual. Terms of this agreement are subject to FULL CONFIDENTIALITY. Management reserves the right to decline any application for space.

I/we hereby apply for exhibit space. If accepted, I/we hereby agree to abide by the show rules and regulations on the reverse side.

Signature _____ Date _____

2010 EXHIBITOR RULES AND REGULATIONS

The 17th Annual ALL ABOUT PETS® SHOW

Show Dates: April 2-4, 2010
Move-In: April 1, 2010 (8am-8pm)
Move-Out: April 4, 2010 (by 11:59 p.m.)
Location: International Centre, Building 3, Mississauga, Ontario

Show Management: Showtrends – a division of 1031222 Ontario Limited
P.O. Box 153
Milton, Ontario L9T 4N9
Phone: 289-878-6809 or 877-340-PETS (7387)
Fax: 289-878-6836
Email: showtrends@cogeco.net or
tdemarchi@allaboutpetsshow.com
www.AllAboutPetsShow.com

Show Manager: Terrie DeMarchi
Show Co-ordinator: Bev Slade
Sales Representatives: Kevin Lloyd

1. CONTRACT: This application for space when, and if, accepted by the Management shall constitute a contract between the Exhibitor and the Management, and in addition to its terms, shall include and incorporate the Exhibitor's Rules and Regulations printed on this application, the tentative floor plan, which the parties acknowledge may be amended and modified by the Management, and the Rules and Regulations which will be sent to the Exhibitor as part of the Exhibitor's Kit, a copy of which is available upon request from the Management.

2. QUALIFICATIONS TO EXHIBIT: The Management reserves the right to remove, decline, or prohibit any exhibit or part of an exhibit, or proposed exhibit, which in its opinion is not suitable to or in keeping with the character of the exhibition. Under no circumstances is the sale of livestock permitted at the show. Management reserves the right to close down and remove immediately any exhibitor and exhibit from the show. Exhibitors must provide a copy of a valid vaccination certificate for each dog.

3. PAYMENTS: Applications for space received by the Management on or before December 12, 2009 must be accompanied by a deposit of 50% of the total cost of the space selected. Applications received after December 12, 2009 requires full payment to confirm exhibit space. A deposit cheque must follow faxed or emailed applications within seven (7) working days

4. EXHIBIT SPACE RENTAL INCLUDES:

- 8' back drape and 3' side rails
- Exhibitor passes
- On-site storage
- 24-hour show security
- Material Handling
- Exhibitor Kit
- VIP complimentary passes
- Listing in Show Program
- Ad in Show Coupon Book
- Free Parking

5. LOCATION OF EXHIBIT: The Exhibitor agrees to confine their presentation within the contracted space only, and within the maximum height set by the show rules and regulations, and to maintain a staff in their booth space during show hours. Management reserves the right to relocate an exhibitor, as it shall deem necessary to the proper conduct of the Exhibition.

6. EXHIBITOR'S INFORMATION AND SERVICE KIT:

The Management will forward to each Exhibitor an Information and Service Kit which shall contain a copy of the Operational Rules and shall provide complete shipping instructions, production information and order forms for all services needed during move-in, show hours, and move-out from the Exhibition. This kit shall be forwarded to the Exhibitor's Contact Person, as completed on Space Application.

7. PROPERTIES: No exhibitor or feature area sponsor will be permitted to utilize the titles, names or phrases associated with any All About Pets® Show feature area as part of their exhibit, unless they have signed and financially committed to Sponsor that specific feature area.

8. EXHIBIT INSTALLATION/REMOVAL: The Exhibitor agrees that no display may be dismantled or goods removed during the entire run of the show, but must remain intact until after the closing time of the last day of the show. The Exhibitor also agrees to remove the exhibit and equipment from the show building by the final move-out time limit (as set by the show rules and regulations), or in the event of failure to do so the exhibitor agrees to pay for such additional costs as may be incurred.

9. SUBLICENCE OF SPACE: Space contracted by Exhibitor may not be sublet without prior written permission from Show Management.

10. CANCELLATION OF CONTRACT: The Management reserves the right to terminate this contract and to withhold from the Exhibitor possession of the exhibit space if: (a) the Exhibitor fails to pay all space rental charges by December 12, 2009, or (b) the Exhibitor fails to perform any terms and condition of the contract.

11. CANCELLATION POLICY: In the event an exhibitor whose application has been processed and accepted wishes to cancel prior to December 12, 2009 a refund of monies deposited less 50% will be made upon receipt of written cancellation.

NO REFUND OF EXHIBIT SPACE PAYMENTS WILL BE MADE AFTER DECEMBER 12, 2009.

12. POSTPONEMENT OR CANCELLATION BY MANAGEMENT: The Management reserves the right to postpone or cancel the exhibition at its discretion. All monies will be refunded to Sponsors and Exhibitors. The option to participate in future exhibitions is at the discretion of the Sponsor / Exhibitor.

13. INSURANCE: The Exhibitor is solely responsible for the placement and cost of comprehensive liability insurance on products and completed operations, coverage with a minimum \$2,000,000 limit of liability. The Exhibitor further agrees to add Show Management and the International Centre as additional insured to its policy, and to provide proof of insurance upon request.

14. DAMAGES: The Management shall not be liable for any damages, whether direct, indirect, general, special, consequential or otherwise to the Exhibitor, its agents and employees or visitors to its exhibit whether occasioned by Management, its officers, agents or employees, or by another Exhibitor.

15. NON-DELIVERY OF THE BUILDING: The Management will not be liable for failure to deliver the space in the event of the building becoming unavailable through fire, act of God, strikes, the authority of the law, or any other cause beyond its control.

16. INTERPRETATION OF REGULATIONS: The Management has the right to make such changes, amendments, and additions to these Exhibitor's Rules and Regulations, as it shall deem necessary to the proper conduct of the Exhibition and thereupon the Exhibitor's Rules and Regulations and the Operational Rules shall rest with the Management and its decision shall be final. Management may require Exhibitors to make such alterations to their displays, as it deems necessary to the proper conduct of the exhibition and, on failure to comply, may order the immediate removal of the entire exhibit without compensation and at the Exhibitor's expense.