

ARIDO PRESENTS THE
26TH ANNUAL IIDEX/NEOCON CANADA

EXPOSITION
SEPTEMBER 23–24, 2010

CONFERENCE
SEPTEMBER 22–25, 2010

DIRECT ENERGY CENTRE, TORONTO

www.iidexneocon.com

ARIDO
MAKE SPACE FOR GOOD DESIGN

Association
of Registered
Interior Designers
of Ontario

IIDEX
NeoCon Canada

PRODUCED BY MMPI
CANADA

RETAIL DESIGN EXPO

Creating the right atmosphere is an essential element in the retail environment. The Retail Design Expo at IIDEX/NeoCon Canada offers a glimpse into the changing landscape of retail design. This unique turn-key venue provides an opportunity for exhibitors to showcase the latest trends in retail design products and services.

The Retail Design Expo offers a cost effective and streamlined solution to access over 15,000 architects, interior designers, facility & property managers, engineers, builders, developers and business specialists from across Canada and the bordering states.

Experience the Retail Design Expo at IIDEX 2009 and prepare to engage in knowledge exchange and discussion with world class design specialists.

The Retail Design Expo is supported by



TURN KEY EXHIBIT PACKAGE: \$2,600

- 5' x 10' x 8'h exhibit space
- Walls
- Carpet
- Shared electric
- Booth signage

REGULAR 100 sq ft EXHIBIT SPACE: \$4,050

- Larger space available @ \$40.50/sq.ft.

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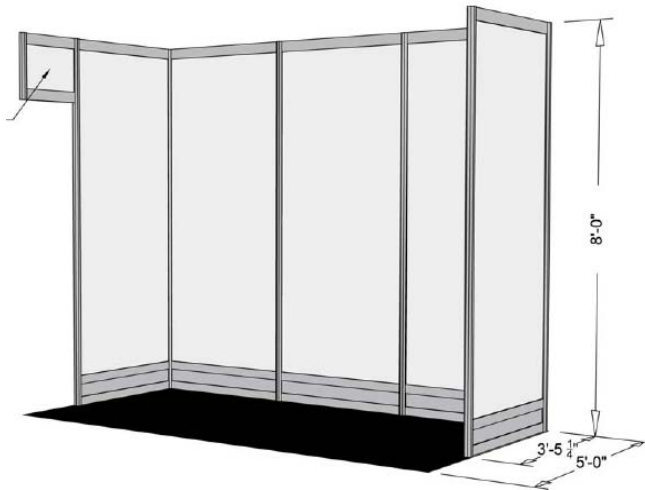
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Fee: CAN \$2,600 plus GST



TO RESERVE YOUR SPACE CONTACT

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CONDITIONS OF CONTRACT

1. **RULES AND REGULATIONS** Exhibitor agrees to abide by all rules and regulations adopted by Show Management in the best interests of IIDEX/NeoCon Canada, and agrees that Show Management shall have the final decision in adopting any rule or regulation deemed necessary prior to, during and after the show. Exhibitor also assumes responsibility for compliance with all pertinent ordinances, regulations and codes of duly authorized local, provincial and federal governing bodies concerning fire, safety and health, together with rules and regulations of the operators and/or owner of the property wherein the Show is held.
2. **INSURANCE** Exhibitor is responsible for the placement of insurance related to participation in the Show. Each Exhibitor must carry \$3,000,000 commercial general liability coverage. In addition to this, contractors (other than official show suppliers) performing services for Exhibitors must have in effect commercial general liability insurance providing coverage of at least \$3,000,000 for bodily injury and/or property damage for each occurrence.
3. **LOSS OR DAMAGE** The Exhibitor will be liable for and will indemnify and hold harmless Show Management from any loss or damages whatsoever suffered by the Show as a result of any loss or damages whatsoever occurring to or suffered by any person or company, including, without limiting the generality of the foregoing, the Exhibitor, other Exhibitors, the Show, the owners of the building, their respective agents, servants and employees, and attendees of the show, either on the said space or elsewhere if said loss or damages arose from or were in any way connected with Exhibitor's occupancy of said space. Show Management assumes no responsibility for loss or damage of goods before, during the period of the Show or after its closing.
4. **CANCELLATIONS** This contract may be cancelled by the Exhibitor up to 90 days prior to the Show, in which case the Exhibitor accepts responsibility for paying 50% of the amount of the contract. Any Exhibitor who cancels within 90 days prior to the Show will be liable for 100% of the amount of the contract. Exhibit space not claimed by 6:00 p.m. on the final move-in day will revert back to the Show to be utilized at the discretion of Show Management. By cancelling this contract, the Exhibitor forfeits all rights or claims to the allocated space and Show Management is free to rent it to others and collect the cancellation charge as liquidated damages and not as a penalty.
5. **SALES ON SHOW FLOOR** Without prior written permission, retail sales, or the sale of any goods to be carried away, are prohibited on the show floor. There are no restrictions on the taking of wholesale orders.
6. **SUBLETTING** Under no circumstances shall space be sublet or shared without the written permission of Show Management.
7. **LIGHTING AND ELECTRICAL** All lighting, electrical wiring and outlets shall be at the Exhibitor's expense. All operating electrical equipment or apparatus used in, or exhibited for sale in Canada, must have C.S.A. or equivalent Ontario Hydro approval.
8. **UNIONS AND LABOUR** The Exhibitor agrees to observe all union contracts and labour relations in force, Show Management agreements with official suppliers and show building management, and local labour laws.
9. **REMOVAL OF EXHIBIT** Exhibitor agrees that no displays may be dismantled or goods removed during the entire run of the Show but must remain intact until the closing hour of the last day. Exhibitor also agrees to remove the exhibit, equipment and appurtenances from the show building by the end of the official move-out period, or in the event of failure to do so, the Exhibitor agrees to pay for such additional costs as may be incurred. Show Management reserves the right to remove, store or dispose of the exhibit as it sees fit without liability.
10. **THE SMALL PRINT** With the best interests of the show in mind, Show Management reserves the right to alter or change the space assigned to the Exhibitor; to change the dates of the event; to revoke or change space assignments any time the minimum payment schedule is not met; to alter space assignments in order to create an effective exposition; to require alterations to proposed or existing exhibit designs; to reject or prohibit or remove exhibits or any part thereof at any time and to expel Exhibitors or their personnel if, in Show Management's opinion, their conduct or presentation is objectionable to attendees or other Exhibitors. Show Management also reserves the right to withhold possession of exhibit space if the Exhibitor has not paid the rental cost of the space in full, or has failed to perform any material condition of this contract or refuses to abide by IIDEX/NeoCon Canada rules and regulations.
11. **OTHER REGULATIONS AND INFORMATION** regarding booth design and signage, serving refreshments in booths, fire regulations, official suppliers/vendors, hotel and travel and shipments to the show will be included in the IIDEX/NeoCon Canada Exhibitor Manual, issued approximately three months before the Show.

Initials:

Date: