

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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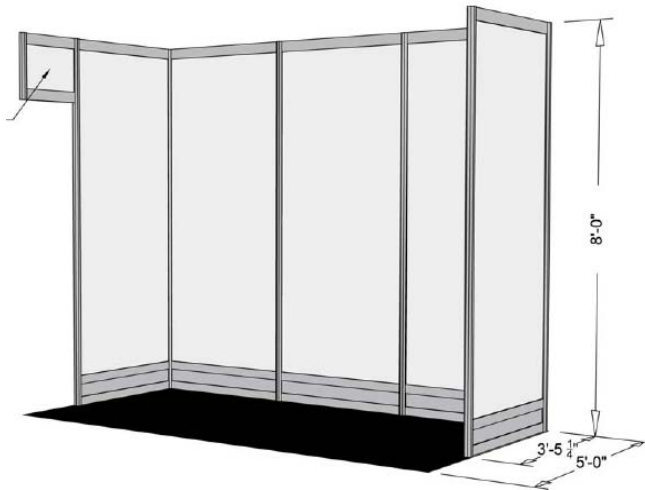
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- Walls
- Carpet
- Shared electric
- Booth signage

Fee: CAN \$2,600 plus GST



TO RESERVE YOUR SPACE CONTACT

Tracy Bowie

Vice President

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Maria Dubroy

Director of Sales

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**2010 IIDEX/NEOCON CANADA
EXHIBITOR
CONTRACT**

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Thursday, September 23 and Friday, September 24, 2010 — Direct Energy Centre, Toronto

Company Name: _____

Main Address (for publication): _____

City: _____ Province or State: _____ Postal or Zip Code: _____

Phone: _____ Fax: _____ Website: _____

Contact Name: _____ Title: _____ E-Mail: _____

Please reserve a booth:

1. EXHIBIT SPACE ONLY

_____ ft x _____ ft = _____ sq ft @ CAN\$36.50 (US \$36.50)* sq ft = \$ _____

Plus 5% GST = \$ _____

TOTAL DUE = \$ _____

* Rate expires Dec. 31, 2009; Regular Rate is CAN/US \$40.50

Prefer Booth # [1] _____ [2] _____ [3] _____

Booth Configuration:

Island Peninsula Corner In-line

2. TURNKEY SPACES IN FEATURE EXPOS

Basic Turnkey

50 sq ft = \$2,600

Plus GST = \$130

Total Due = \$2,730

[Includes 8' walls, flooring, signage, shared electrical]

Lighting Turnkey Space

50 sq ft = \$3,200

Plus GST = \$160

Total Due = \$3,360

[Includes 10' walls, flooring, signage, electrical, ceiling, on-site carpentry]

Larger Turnkey Space available upon request.

Green Building Festival

Light Canada

Material World

Public Spaces / FM

Retail Design Expo

Technology Expo

All Contracts Include \$1.50 per sq. ft. contribution to the IDC Coast to Coast travel subsidy fund.

Please ensure our location is separated from these companies: _____

We understand that by signing this contract we agree to pay a deposit of 50% of the total booth cost plus 5% GST and agree to PAY THE BALANCE IN FULL by June 1, 2010. We agree to abide by the rules and regulations of the Show. We understand that Merchandise Mart Properties (Canada) Inc. (Show Management) reserves the right to re-assign space; to demand release of our space for failure of our representatives to conform to the rules and regulations; and to reject any and all applications. Exhibitor participation will be limited to those companies whose products or services are of specific interest to the attendees. If for any reason the application is not accepted, we will be notified, and any payment will be returned. We have read and accept the Conditions of Contract on the reverse of this form. If this contract is sent by fax, we authorize Show Management to proceed as though the faxed contract were an original. Signing this space application binds us to the payments as stated above.

Please make cheques payable to **Merchandise Mart Properties (Canada) Inc.** and return completed application and deposit to:

Tracy Bowie, IIDEX/NeoCon Canada, 10 Alcorn Ave., Suite 100, Toronto, Ontario, Canada M4V 3A9, Phone 416.960.4518 Fax 416.921.2707

FOR CREDIT CARD PAYMENT: VISA MasterCard AMEX

Credit Card # _____ Exp Date _____

Cardholder's Name (print as it appears on the card): _____

Cardholder's Signature: _____

50% Deposit \$ _____ **Due on receipt** **50% Balance \$** _____ **Due on June 1, 2010**

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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: