

Dates: May 1st, 12 p.m. – 7 p.m.
May 2nd, 9 a.m. – 5 p.m.

Location: Direct Energy Centre, 100 Princes' Blvd, Hall D

Set-up: Thursday April 30th, 9 a.m. – 8 p.m.

Expected attendance: 15 – 20,000 over 2 days from 50+ countries

Demographic: 55% Male, 45% Female; Average Age 25 – 55 yrs; HHI \$180,000 CDN; University Educated

Pricing:

Space	Discount	Price
10x10 (100 ft ²)	N/A	\$999
2 10x10 (200 ft ²)	5%	\$1899
3 10x10 (300 ft ²)	10%	\$2699
4 10x10 (400 ft ²)	15%	\$3399
5 10x10 (500 ft ²)	20%	\$3999
6 10x10 (600 ft ²)	25%	\$4499

*Corner booth: 15% premium (limited quantities available)
All prices are subject to 13% HST (Harmonized Sales Tax)

Chairs (2), skirted table (8 foot), and draped back wall and side wall(s) are provided. Space is limited, please book early. We strongly recommend the use of wireless POP terminals if needed.

Carpet, electrical, additional furniture, décor, etc., is available through the official exhibitor services supplier, this information will be sent electronically to the email address(s) provided on this form.

For hotel room reservations, please visit www.torontomarathon.com and follow the Hotel & Travel Information link.

To reserve booth space, full payment is required by April 15, 2015 along with application. A receipt will be sent to confirm payment.

Company Name: _____ **Contact Name:** _____

Address: _____ **Suite/Apt:** _____

City: _____ **Province:** _____ **Postal Code:** _____

Phone: _____ **Fax:** _____ **Email:** _____

Product or Service: _____

Onsite Contact: _____ **Phone:** _____

Number of Booths: (10' x 10'): _____ **Number of Chairs:** _____ **Number of Tables:** _____

Booth Preference: 1st _____ 2nd _____ 3rd _____

Other Requirements: _____

Payment enclosed: \$ _____

Credit Card Information:

Visa MasterCard Amex **Name on Card:** _____

Card Number: _____/_____/_____/_____ **Expiry Date:** ____/____

Billing Address (if different from above): _____

Cardholder Signature: _____

Expo Terms and Conditions

In this document, the term "Exhibitor" refers to the exhibiting company, all its employees and/or authorized agents. The term "Exhibition" refers to GoodLife Fitness Toronto Marathon Expo. The term "Organizers" refers to Running First Ltd., their employees and authorized agents.

- Duration of the Exhibition:** The open hours of the Exhibit will be from 12:00 pm until 7:00 pm on Friday, May 1, 2015 and from 9:00 am to 5:00 pm on Saturday, May 2, 2015.
- Advertising Material:** All handbills, printed matter or advertisements of any kind intended for distribution or display within the Exhibition may only be distributed from the Exhibitor's allotted space. Exhibitors shall not distribute printed matter, or literature of any nature in the entrance or exit areas. Exhibitors shall not station any attendants, or place anything in or over the gangways, or upon any other space other than that allotted to them. Attendants must not promenade the Exhibition building for advertising purposes, nor use audible means of attracting the attention of visitors to the annoyance or inconvenience of other Exhibitors.
- Liability Insurance:** The Exhibitor shall, from time of take-over of the rented space until release of space back to Organizers, maintain a minimum of \$1,000,000.00 in Public Liability and Property Damage Insurance. The Exhibitor shall provide certificate of proof of coverage.
- Use of Toronto Marathon logo:** The Exhibitor is granted permission to use the Toronto Marathon logo for the purposes of promoting their participation in the Exhibition only. Use of the logo for the purposes of endorsing the Exhibitor's company, product or service is strictly prohibited.
- Cancellation of Contract:** The Organizers, in their absolute discretion, reserve the right to cancel this contract and to withhold possession of exhibit space if the Exhibitor fails to abide by the terms and conditions of this contract.
- Amendment of Rules, Regulations and Conditions:** The Organizers reserve the right to alter, add to, waive or otherwise modify any of the Terms and Conditions of this document. Exhibitors will be notified of any such changes in writing.
- Exhibit Set-up and Dismantling:** Set up is from 9:00 am to 8:00 pm on Thursday, April 30, 2015. All exhibits must be in place no later than 12:00 pm on Friday, May 1, 2015. If the Exhibitor fails to occupy its allotted booth space by the time specified, then all payments in respect to the exhibit space shall be forfeited to the Organizers. Dismantling of exhibits will commence only after 5:00 pm on Saturday, May 2, 2015. The Exhibitor agrees to remove all exhibit materials and equipment from the venue by the final move-out time.
- Use of Exhibit Space:** No Exhibitor may assign, sublet or apportion the whole or any part of their assigned space, nor permit any other persons or organizations to exhibit, nor distribute literature and/or promotional items of another individual or organization without the prior written consent of the Organizers. Exhibits must be manned at all times during public show hours.
- Obstruction of Gangways, Aisles and Open Spaces:** No Exhibitor shall at any time obstruct gangways or open spaces with their goods and/or display materials. Signs or projections may not be hung or projected over gangways or open spaces without written permission of the Organizers.
- Liability of Organizers:** The Exhibitor agrees to indemnify and hold harmless the Organizer for: The safety of any exhibit, property of any Exhibitor or any other person, loss of damage or destruction to the same by theft, fire or other cause whatsoever, for loss or damage whatsoever sustained by any Exhibitor by reason of any defect in the building caused by fire, storm, tempest, show is to be held and shall not be liable in damages or otherwise by reason of any such change. The Organizers accept no responsibility for breakdown or failure of any of the services or equipment provided for, or in connection with the Exhibition.
- Fire Regulations:** All materials used for the building, decorating, draping or covering of booths and/or stands must be non-flammable, or rendered so by being immersed in a fire proofing solution. These precautions must be carried out in accordance with existing regulations and must meet with the approval of the applicable fire authorities.
- Lighting or Power on Stands:** Electrical and/or lighting shall be at the Exhibitors expense and shall be arranged with the official show services provider, and must be CSA approved.
- Application for Exhibit Space:** Application for space must be made on the form provided. The Organizers reserve the right to accept or refuse any application as they deem necessary.
- Allotment of Space:** All applications for space shall be dealt with by the Organizers in their absolute discretion. The Organizers are, however, entitled to vary the general layout or situation. If the space is already allotted, applicants shall accept the new allocation of space in substitution of the original allotment. Applicants are bound by the Organizer's decisions on the allotment of space.
- Admissions to the Exhibition:** The Organizers, in their absolute discretion, reserve the right to refuse any person admission to the Exhibition as they deem necessary in their sole and unfettered discretion. Exhibitor passes will be supplied to Exhibitors and no Exhibitors will be admitted without said pass being produced on entering to an official appointed by the Organizers.
- Effect of Default of Payment:** In the event that an Exhibitor shall fail to pay all amounts due hereunder when due, the Organizers may, without affecting other remedies of the Organizers: Bar the Exhibitor from taking possession of the space granted by this agreement, retain any sums previously paid by the Exhibitor, may cause such space to be occupied in such a manner deemed to be in the best interest of the Exhibition without any rebate or allowance to the Exhibitor.
- Food, Beverage and Alcohol:** Rights for the distribution and sale of any article of food, beverage or alcoholic beverage are at the sole discretion of the Organizers. No Exhibitor may sell, give away or distribute such article without the express written consent of the Organizers. Food and beverage product samples may be distributed upon approval by the Organizers.
- Objectionable Exhibits and/or Behavior:** The Organizers reserve the right to alter or remove exhibits or any part thereof, and to expel Exhibitors or their personnel if, in the Organizer's opinion, their conduct or exhibit is considered objectionable to other Exhibitors or attendees.
- Payment for Space:** A credit card number is required to book/hold your exhibit space along with a signed copy of this contract. Payment in full must be received no later than April 15, 2015. If the amount owing is not paid within this time frame, the Organizers reserve the right to cancel this contract. Invoices will only be issued upon request, please email exposales@torontomarathon.com.
- Cancellation Policy:** The Exhibitor Contract may be terminated by either party, providing written notice is received no later than April 15, 2015; in which case, all monies paid by the Exhibitor will be returned with the exception of a \$150 administrative fee. Exhibitor cancellations received after the deadline listed above will be charged the full rental fee for the contracted space. By terminating this contract the Exhibitor forfeits all rights and claims to the allocated space.

We agree to abide by all of the rules and regulations, and have read and understand all of the Terms and Conditions, and Cancellation Policy.

Date: _____

Name: _____

Signature: _____

Title: _____

Please make cheques payable to Running First Ltd and mail to:
Toronto Marathon, 1 Yorkdale Road, Suite 202, Toronto, ON, Canada, M6A 3A1.

**For more information contact 416-920-3466, www.TorontoMarathon.com, or via email –
ExpoSales@TorontoMarathon.com**