SecurityCanada.com

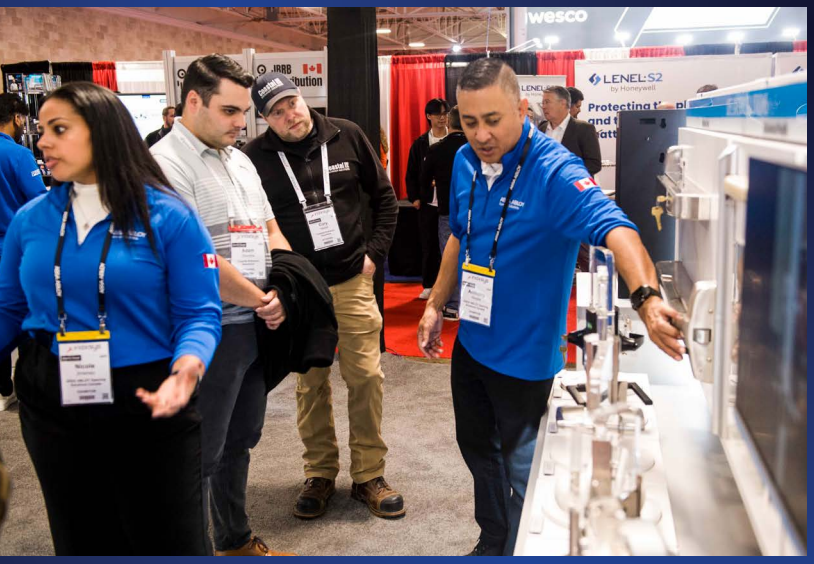
CANASA Presents

Security Canada

International Security Conference & Exposition

#SecurityCanada







2027 EXHIBIT PROSPECTUS

EAST	WEST	CENTRAL
Laval, QC	Richmond, BC	Toronto, ON
April 28, 2027	June 9, 2027	October 20-21, 2027

Canada's Security Industry Meets Here!

The Canadian security industry continues to grow across three key markets: Toronto, Vancouver, and Montreal. In 2027, Security Canada Trade Shows will once again bring security professionals together in each of these major cities. The businesses and professionals in these regions are committed to building their knowledge and expertise — and they recognize our trade shows as the ideal place to do it. By exhibiting at one, two, or all three of our shows, you'll broaden your reach and build valuable connections with decision-makers at the centre of the Canadian security industry.



East
Laval, QC
April 28, 2027



West
Richmond, BC
June 9, 2027



Central
Toronto, ON
Oct. 20-21, 2027

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> We generated more qualified opportunities than we did at ISC West and made valuable connections with industry leaders, consultants, integrators, and end users. The event reinforced the strength of our market position and the growing interest in our solutions.
>
> **Radionix, Keenfinity Inc.**

Why Security Canada Trade Shows Matter

Connect. Discover. Grow.

CANASA continues to represent the voice of Canada's $6 billion security industry, connecting with more than 100,000 professionals across the country. Security Canada Trade Shows continue to set the standard, bringing together the latest innovations, valuable education, and exceptional networking opportunities year after year. It's no surprise that eight out of ten security industry decision-makers consider our shows the only trade shows they attend.



Buyer Profile

Security Canada Trade Shows bring together professionals and companies from across the country and throughout the buying spectrum, giving you valuable opportunities to connect with key decision-makers and influential industry leaders at every level.

Among our attendees:

- 40% work with alarm companies and system integrators
- 22% are business owners/executives
- 20% are sales and marketing professionals
- 18% are technicians and installers

More than 1 in 4 participants plan to spend more than $500,000 on security equipment each year.

Security Canada Attendees — By the Numbers

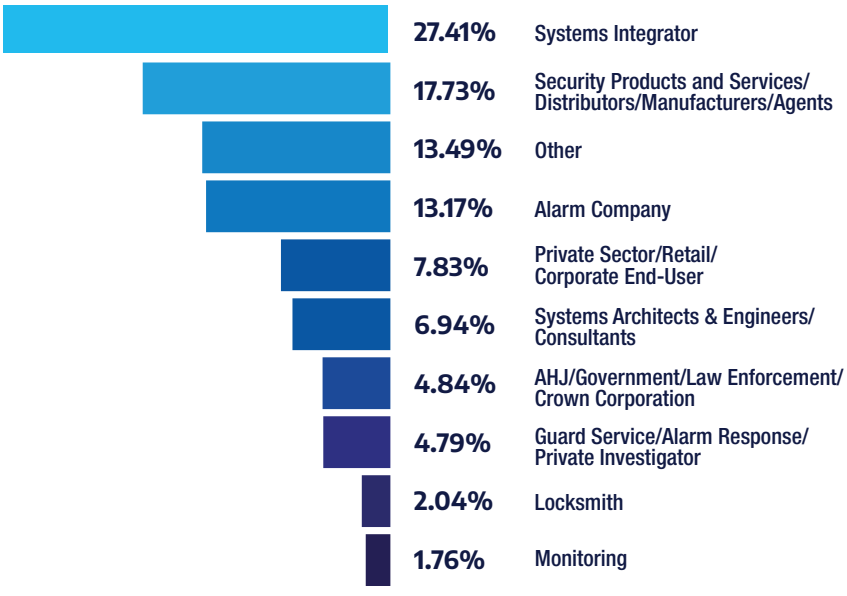
What They Do

Owner/Senior Executive	21.86%
Sales/Marketing	20.29%
Technician/Installer	18.03%
Operations/Personnel Management	15.21%
Other	9.17%
Cyber/IT/CSO/	7.30%
Facility/Loss Prevention	4.93%
Law Enforcement/Public Safety	3.21%

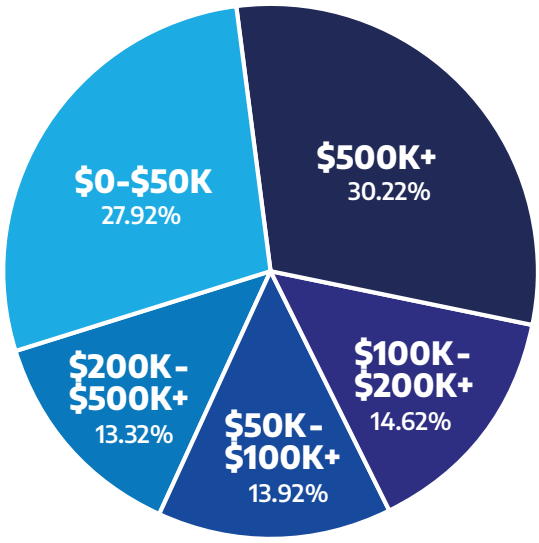


> The show management, venue staff, and exhibitor services teams are consistently outstanding—highly professional, responsive, and easy to work with. Their support in meeting our needs throughout the event is exceptional. Attendance is strong, and the show reliably delivers high-quality leads for our business.
>
> **Armstrongs - A Becklar Company**

Company Type



Purchasing Power



Connect With Canada's Leading Buyers

Join Canada's premier security showcase and connect with leading professionals and buyers from companies like those featured below. The connections that could shape your next business opportunity are waiting to be made.

- Government of Canada
- Government of Ontario
- RBC
- TD Bank
- Couche-Tard
- Bank Of Nova Scotia
- CIBC
- Loblaw Companies Ltd.
- Parkland Corp.
- Caisse Desjardins
- Metro Inc.
- Air Canada
- TTI Canada
- Rogers
- HQ
- CN Police
- Canadian Tire Corp.
- WSP
- Healthcare of Ontario Pension Plan
- Lululemon
- Pattison Food Group
- Province of New Brunswick
- Bombardier
- Canada Post Corp.
- TFI International
- Federated Co-operatives Ltd.
- Banque Nationale
- AtkinRéalis
- Teck Resources
- Global Affairs Canada
- Hydro One
- Ville de Montreal
- BC Hydro
- Bell Canada
- Stantec
- Ontario Power Generation
- OpenText
- EXP
- Dollarama
- Four Seasons Hotels & Resorts
- Shaw
- Fraser Health
- Vancouver Coastal Health
- Systèmes De Sécurité Du Sud
- BGIS
- Rona
- OLG
- CAE Inc.
- EPCOR Utilities
- Region of York
- City of Ottawa
- Home Depot Canada
- STM
- SAQ
- Cooke Aquaculture
- Region of Peel
- University of B.C.
- B.C. Liquor Distribution Branch
- Apotex
- Toronto District School Board
- Black and McDonald
- Stella-Jones Inc.
- McGill University
- Oxford Properties
- Wilfrid Laurier University
- Holt Renfrew
- Purolator
- Aritzia
- City Of Vancouver
- London Drugs
- Banque Laurentienne
- BDC
- ATB Financial
- Hatch
- Nova Scotia Power
- Richardson
- Ville de Québec
- BC Housing
- WorkSafeBC
- Canadian Coast Guard
- Greater Toronto Airports Authority
- Aviva Canada
- Rexall
- Royal Canadian Mounted Police
- Trillium Health Partners
- Centerra Gold
- Great Canadian Entertainment
- FGFBrands
- The Brick
- Halton District School Board
- Lakeridge Health
- Ontario Provincial Police
- University Of Toronto Scarborough
- FortisBC
- Toronto Transit Commission
- Providence Health Care
- Halifax Regional Municipality
- Longo's
- RioCan
- Region of Halton
- SSENSE
- Gateway Casinos and Entertainment
- MDA Space
- City of Saskatoon
- Toronto Police
- City of Laval
- Softchoice
- Toys R Us Canada
- Morguard
- BC Ferries
- Pet Valu
- University Health Network (UHN)
- British Columbia Institute of Technology (BCIT)
- Scarborough Health Network
- Revenu Québec
- Durham Region
- TransLink
- Durham College - Centre for Cybersecurity Innovation
- Simon Fraser University
- Université de Sherbrooke
- Conestoga College
- Metrolinx
- Concordia University
- Northern Health
- Aéroports de Montréal
- SmartCentres
- Day & Ross
- OC Transpo
- Plan-Group
- Dufferin Peel Catholic School Board
- Toronto Community Housing
- Neighbourly Pharmacy
- City of Mississauga
- Grainger Canada
- Peel Regional Police
- University of Guelph
- City of Greater Sudbury
- Connect Care Medical Alert
- Cadillac Fairview
- Hamilton Health Sciences
- Husky Technologies
- Simons
- District School Board Of Niagara
- Humber Polytechnic - ESTT Program
- City of Markham
- York Catholic District School Board
- Vancouver Airport Authority
- International Civil Aviation Organization
- Seneca Polytechnic
- Upper Grand District School Board
- Paladin Technologies
- City Of Guelph
- Raymond Chabot Grant Thornton
- Alliance Communication
- TRIUMF
- North York General Hospital
- Banque Fairstone
- Cima +
- PointClickCare
- Niagara Regional Housing
- Via Rail Canada
- Upper Canada District School Board
- Town of Oakville
- Factors Group of Companies
- Sheridan College
- Héma-Québec
- York Regional Police
- Richmond School District #38
- BC Transit
- City of Coquitlam
- Ville de Sherbrooke
- Peterborough Regional Health Centre
- City Of Vaughan
- Ontario Clean Water Agency
- GWL Realty Advisors
- Fleming College
- Woodbine Entertainment
- Canadian Tire Bank
- Ozz Electric
- Smith + Andersen
- Pratt & Whitney Canada
- Canopy Growth Corporation
- AccessSMT
- ADGA Group
- CP Distributors Ltd.
- Chilliwack School District
- interRent
- City Of Oshawa
- École Polytechnique
- Tbaytel
- Allmar
- Northumberland County
- Sick Kids Foundation
- Groupe Robert
- Grand & Toy
- MOSAIC BC
- Canadian Football League
- Matrox
- City of Brantford
- Loyalist College
- Town of Newmarket
- Clairvest
- Ottawa Airport
- The Salvation Army
- INKAS Group of Companies
- Royal Lepage
- City Of Belleville
- Solotech Inc.
- Wealthsimple
- The Career Foundation - OBTP Network Cabling Program
- Cegep de L'Outaouais
- Membertou Development Corp.
- Primus
- Global Excel Management Inc.
- Renfrew City District School Board
- Wave
- Western Pacific Enterprises
- Enwin Utilities
- King Township
- Alcohol and Gaming Commission of Ontario
- Great Lakes St. Lawrence Seaway System
- Canadian Forces
- Ascanio Odorico
- Riverside Natural Foods Ltd.
- MCW
- City of Cote Saint-Luc
- Mosaic Transit Group
- Vollmer Inc.
- Ver-Mac, Inc.
- Walker Industries
- Triovest
- Labatt Breweries of Canada
- Trinity College School
- Wesgroup Properties
- Toronto Zoo
- Devimco
- Énergir
- Bouthillette Parizeau
- OSI Maritime
- Seaspan
- Spectech - Technology Consulting
- Sasco Contractors
- Residence Inn Toronto Airport
- Williams Engineering Canada Inc.
- Dynamic Windows and Doors
- Canaropa
- FONEX Data Systems
- Rubicon Organics
- MBII
- City of Pickering
- LaSalle Police Service
- Stone Ridge Insurance Brokers
- ALGO Communication
- Chantier Davie Canada Inc.
- Erb Transport Ltd.
- Janco Steel
- EDrivium
- Thomson Group
- Andec
- K.M. Thomas Company Ltd.
- Coastal Entrance Solutions
- Pier Mari Hotel
- EconoLease Financial Services
- CABCO Communications Group
- Solutions iTed
- Peel District School Board
- Mcb informatique
- Novanet Communications Ltd.
- Youth Services Jeunesse - William E Hay Centre
- BWP Marketing Solutions
- Farley, Law & Associates
- Terracom Systems
- CFP Construc-Plus
- Pageau Morel
- Régulvar
- Service Door Industries
- Northam Realty
- Humberview Group
- TorQuest Partners
- Domoklic
- H H Angus & Assoc. Ltd.
- TTX Canada
- Detectag
- Grant Brothers Sales
- Attain Group
- EiEio Designs

> A "must" to be at if you do business in Canada.
>
> **YourSix Inc**

Security Canada East

Sheraton Laval
Laval, Quebec
April 28, 2027

Schedule

April 27

1:00 p.m. Set-up begins
5:00 p.m. Set-up ends

April 28

8:00 a.m. Set-up resumes
10:00 a.m. Show floor opens
12:00 p.m. Luncheon on show floor
4:00 p.m. Show floor closes and tear down **NEW TIME**

Security Canada East connects more than 1,100 security professionals from Eastern Ontario, Quebec, and the Maritimes, creating a valuable opportunity to expand your business and strengthen your presence in the Quebec market. Be part of this engaging trade show and discover the networking, connections, and opportunities that can help turn conversations into real business results.

All booths are 10' wide x 8' deep.

All booths include these free extras:

- 6' draped table
- Access to electricity
- Floor covering by venue
- Five free Exhibitor badges
- Pipe and drape
- Listing in show directory
- Listing on Security Canada website

For more information please contact:

Steve Basnett, CEM,
Director, Trade Shows and Events

E: sbasnett@canasa.org

Booth Pricing

CANASA Member:
Before Jan 31:
$3,732 CDN each

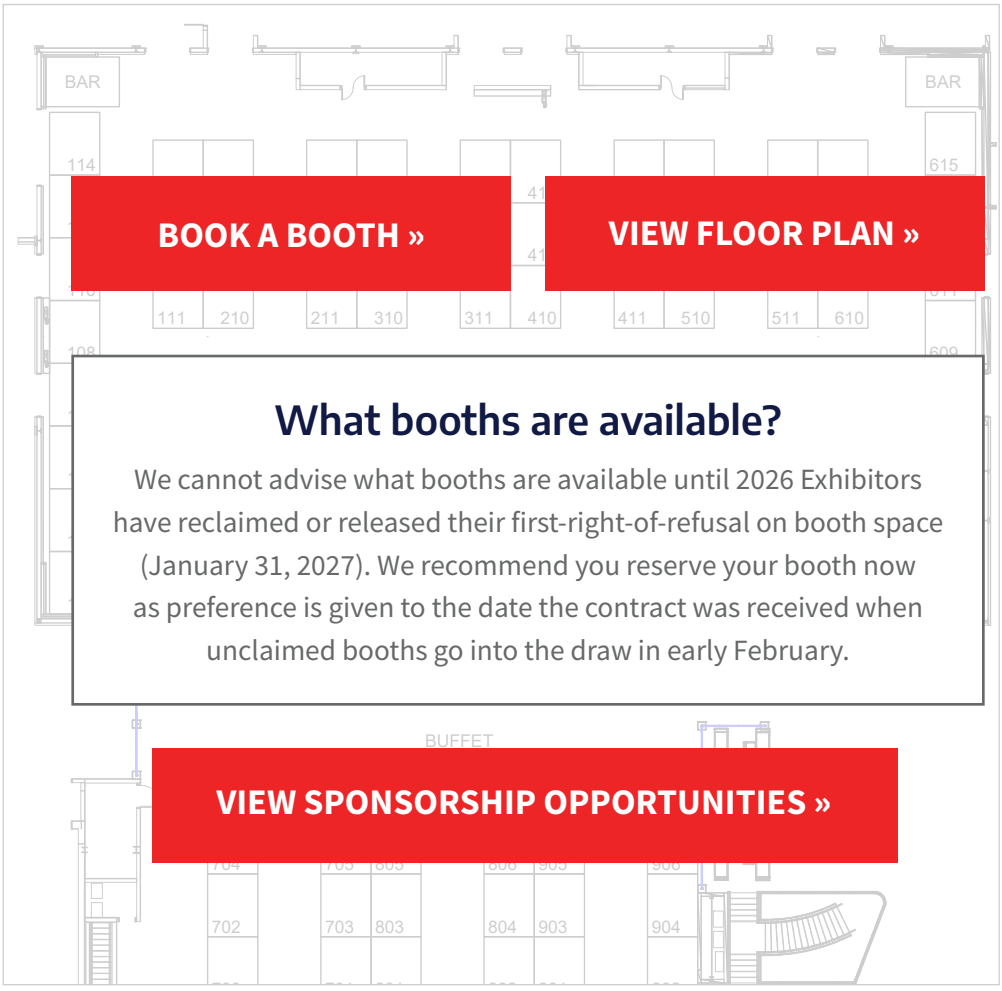
After Jan 31:
$4,032 CDN each

Non-member:
Before Jan 31:
$4,132 CDN each

After Jan 31:
$4,432 CDN each

Full payment is due at time of booking

Per above, CANASA members SAVE $400 per booth



Security Canada West

Sheraton Vancouver Airport Hotel
Richmond, B.C.
June 9, 2027

Schedule

June 8

1:00 p.m. Set-up begins
5:00 p.m. Set-up ends

June 9

8:00 a.m. Set-up resumes
10:00 a.m. Show floor opens
12:00 p.m. Luncheon on show floor
4:00 p.m. Show floor closes and tear down

Security Canada West in Vancouver brings together more than 590 security professionals from across Canada's Pacific Northwest. It's a valuable opportunity to showcase your products to the right audience, build meaningful industry connections, and create new opportunities for business growth.

All Ballroom booths are 10' wide x 8' deep (10' x 6' in hallway aisles 600+700).

All booths include these free extras:

- 6' draped table
- Access to electricity
- Floor covering by venue
- Five free Exhibitor badges
- Pipe and drape
- Listing in show directory
- Listing on Security Canada website

For more information please contact:

Steve Basnett, CEM, Director, Trade Shows and Events

E: sbasnett@canasa.org

Booth Pricing

CANASA Member:
Before Jan 31:
$3,636 CDN each (Ballroom)
$3,121 CDN each (Hallway)

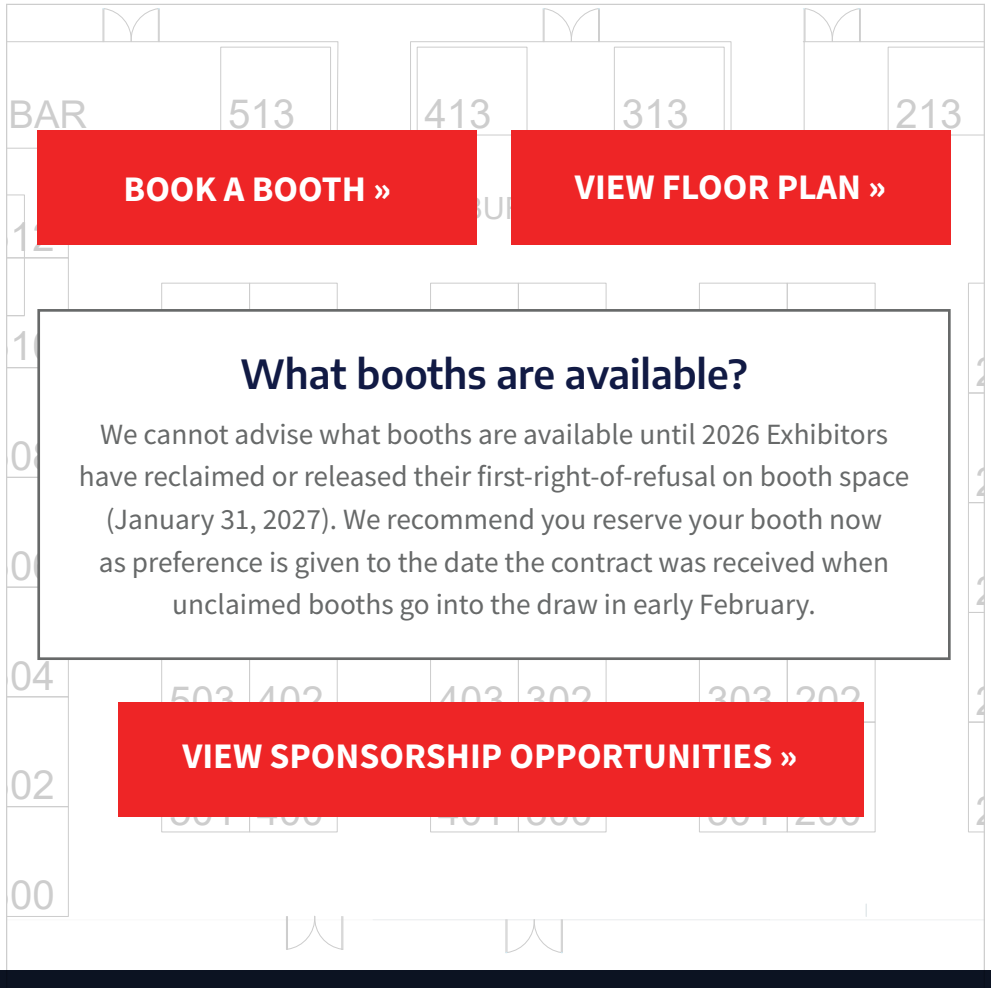
After Jan 31:
$3,936 CDN each (Ballroom)
$3,421 CDN each (Hallway)

Non-member:
Before Jan 31:
$4,036 CDN each (Ballroom)
$3,521 CDN each (Hallway)

After Jan 31:
$4,336 CDN each (Ballroom)
$3,821 CDN each (Hallway)

Full payment is due at time of booking

Per above, CANASA members SAVE $400 per booth



BOOK A BOOTH »

VIEW FLOOR PLAN »

What booths are available?

We cannot advise what booths are available until 2026 Exhibitors have reclaimed or released their first-right-of-refusal on booth space (January 31, 2027). We recommend you reserve your booth now as preference is given to the date the contract was received when unclaimed booths go into the draw in early February.

VIEW SPONSORSHIP OPPORTUNITIES »

Security Canada Central

Toronto Congress Centre
Toronto, Ontario
Oct. 20-21, 2027

Schedule

October 18

8:00 a.m. Move-in for large exhibits only (4 booths and up). Lange will email you approximately two weeks before the show with your move-in time.

5:00 p.m. Set-up ends

October 19

8:00 a.m. Set-up begins

5:00 p.m. Set up ends

October 20

8:00 a.m. Set-up resumes

10:00 a.m. Exposition opens

5:00 p.m. Exposition closes

October 21

10:00 a.m. Exposition opens

3:00 p.m. Exposition closes & tear down

Security Canada Central is the country's largest industry event, welcoming more than 2,900 security professionals each year. Taking place in Toronto, this national show is the perfect opportunity to connect with peers, learn from industry experts, showcase your company, and engage with thousands of leading security professionals.

All booths are 10' wide x 10' deep.
Booths can be combined to create your own custom space.

All booths include these free extras:

- Booth carpet and daily vacuuming
- Five free Exhibitor badges
- Pipe and drape
- Listing in show directory
- Listing on Security Canada website

For more information please contact:

Steve Basnett, CEM,
Director, Trade Shows and Events

E: sbasnett@canasa.org

Booth Pricing

CANASA Member:

Before Jan 31: $5,198 CDN each

After Jan 31: $5,498 CDN each

After July 1: $5,798 CDN each

Non-member:

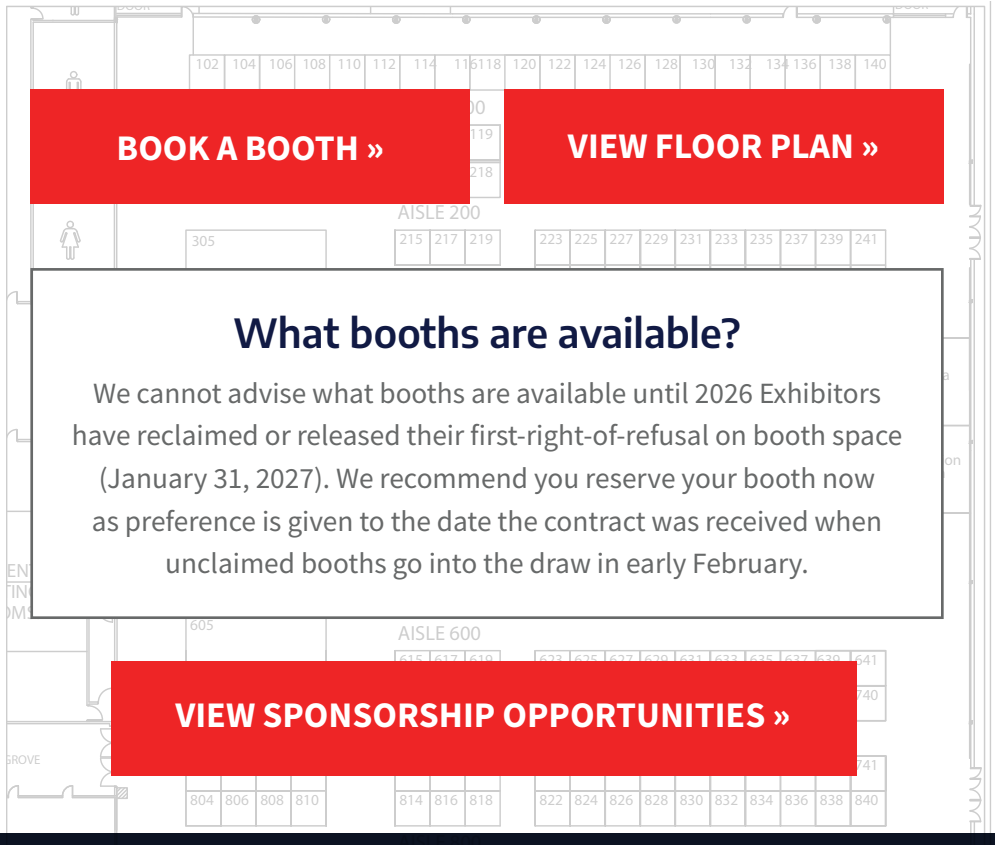
Before Jan 31: $5,598 CDN each

After Jan 31: $5,898 CDN each

After July 1: $6,198 CDN each

Full payment is due at time of booking

Per above, CANASA members SAVE $400 per booth



What booths are available?

We cannot advise what booths are available until 2026 Exhibitors have reclaimed or released their first-right-of-refusal on booth space (January 31, 2027). We recommend you reserve your booth now as preference is given to the date the contract was received when unclaimed booths go into the draw in early February.

Terms & Conditions

The basic concept of the Security Canada Conference(s) and Exposition(s) (collectively, the "Shows") is to make exhibit areas open, accessible and visually appealing to attendees. The floor plans have been designed so that all exhibit booth spaces will be convenient and equally visible to attendees. The following exposition terms and conditions (these "Terms") will apply in order to provide each Exhibitor the opportunity to make effective use of this space without infringing on the rights of other Exhibitors. For the purposes of these Terms, the term "Exhibitor" means the company identified on the Booth Request Form to which these Terms are attached or linked.

1. **Management.** In these Terms, "Show Management" shall mean the Canadian Security Association ("CANASA"), its Board of Directors, officers, employees, agents, successors, assigns, and any persons appointed, delegated, or hired by CANASA to manage any or all aspects of the Shows.

2. **Payment Terms.** Full payment is due at time of booking. If full payment is not received at the time of booking, Show Management reserves the right to cancel your booth space request.

3. **Occupancy.** The actual occupancy of the exhibit booth space rented by the Exhibitor is 'of the essence' in this Trade Show Contract, and if the Exhibitor does not occupy such space, the Show Management is authorized to occupy such space or cause it to be occupied as the Show Management , at its sole discretion, deems best, without releasing the Exhibitor from any liability hereunder and without any liability to the Exhibitor or any third party. A booth shall be considered abandoned if the space is not occupied and fully set up at least thirty (30) minutes prior to the official Show opening. In such cases, Show Management reserves the right to reassign, reallocate, or resell the abandoned space at its sole discretion, without any obligation to refund fees or provide alternative accommodations to the Exhibitor.

4. **Eligible Exhibits.** Exhibits will be limited to those companies or other entities offering materials, products or services of specific interest to registrants of the applicable Show. Show Management reserves the right, in its sole and reasonable discretion, to determine the eligibility of any exhibitor, product, material or service for display and to refuse, restrict or remove any exhibit, product, material or service where Show Management determines that its display may present legal, regulatory, cybersecurity, privacy, national-security, safety, reputational or other material risk to the Show, its participants or Show Management. The Exhibitor agrees that its exhibit shall be admitted and shall remain from day to day solely on strict compliance with these Terms.

5. **Limitation of Liability.** The Exhibitor agrees to defend, indemnify and hold harmless the Show Management (including CANASA) and the exhibition hall facility (the "Facility"), and city in which this Show is being held, and their respective officers, directors, agents, employees, successors, and assigns (collectively, the "Indemnified Parties"), from and against any and all claims, losses, suits, damages, judgments, expenses, costs and charges of every kind resulting from: (a) Exhibitor's occupancy of, or activities at, the exhibit booth space herein contracted for, by reason of personal injuries, death, property damage, loss, or any other cause sustained by the Exhibitor, its officers, directors, agents, employees, subletting tenants, or other third parties; or (b) any act (whether intentional or accidental), omission, or negligence of the Exhibitor, its officers, directors, employees, agents, assigns, successors, contractors, subcontractors, or those for whom the Exhibitor is responsible at law. The Show Management shall not be responsible for any loss or damage to displays, lights, goods, equipment or machinery belonging to the Exhibitor or any third parties, whether resulting from criminal or terrorist acts, strikes, fire, floods, storms, acts of God, air conditioning or heating failure, theft, pilferage, mischief, mysterious disappearance, bomb threats or any other causes. All items brought to the Show are displayed at Exhibitor's own risk, and shall be safeguarded by the Exhibitor at all times. The foregoing indemnity and exclusions of liability shall apply even where any such loss, damage or injury, irrespective of cause or origin, results directly or indirectly to person or property from the performance or non-performance of obligations imposed by this Trade Show Contract or from the negligence, active or otherwise, strict liability, violation of any applicable laws or any other alleged fault on the part of Show Management. In no event shall Show Management be liable for any punitive, exemplary or aggravated damages, damages for loss of profits or revenue, or indirect, consequential or special damages of any kind, including any damages whatsoever relating to the loss of, or loss of use of, displays, lights, goods, equipment or machinery. Show Management shall not be responsible for any errors or omissions in the Exhibitors' official directory or in any promotional material.

6. **General Rules.** The Exhibitor agrees to abide by all rules and regulations adopted by Show Management in the best interests of the Show 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. Show Management reserves the right to alter the floor plan, at its sole discretion. This includes relocating Exhibitor to fit with any floor plan revisions. Show Management also reserves the right to expel Exhibitor or its personnel if, in the opinion of Show Management, their conduct or presentation is objectionable to Show Management, other Show participants or to the public.

7. **Primary Exhibitors.** Exhibit booth space may only be contracted and paid for by the company identified in the Booth Request Form, and only that Exhibitor may occupy the assigned space. Only the company name shown on the Booth Request Form will appear in printed material relating to the Show- including promotions, signage and name badges.

8. **Subletting of Space.** Space contracted by the Exhibitor shall not be sublet nor shared with any other person (including another Exhibitor) without the prior written permission of Show Management.

9. **Premium Booth Space.** Premium prices may be applied to preferred locations and specialized booth space, as determined by Show Management in its sole discretion.

10. **Booth Representatives.** Booth representatives shall be restricted to Exhibitor's employees and their authorized representatives. All booths must be staffed by the Exhibitor during all open show hours.

11. **Exhibitor Conduct.** Retail sales are strictly prohibited during the course of the Show. Any non-compliance with this paragraph 11 will result in the closure of Exhibitor's exhibit. Subject to the foregoing, the distribution of samples, souvenirs, publications, etc., or other sales or sales promotion activities must be conducted by Exhibitor only from within its booth. The distribution of any articles that interfere with the activities or obstruct access to neighboring booths, or that impedes aisles, is prohibited. No article containing any product other than the product or materials made or processed or used or sold by the Exhibitor in its products or service may be distributed except by written permission of Show Management . Furthermore, Exhibitor is strictly prohibited any form of solicitation outside of the exhibit hall during Show hours. This includes, but is not limited to, the promotion of products or services through hosting meetings or gatherings off the Show floor. In the event of any non-compliance with any provision of this paragraph, Show Management reserves the right to request Exhibitor to immediately cease and desist from the non-compliance conduct and to ban Exhibitor from future events organized by CANASA.

12. **Exhibit Space Allocation.** Booth space will be assigned by Show Management in consideration of the following:
a) membership in CANASA, b) number of booths requested,
c) prior history of exhibiting, and d) date application with full payment is received by CANASA.

13. **Installation and Dismantling of Exhibits.** The Exhibitor agrees to have its exhibit set-up and staffed in time for the opening of the Show. The Exhibitor shall not remove any part of its display or product until the Show is officially closed and failure to comply, without the express written consent of Show Management, will result in a fine of $500 being imposed, which will be invoiced after the Show, and immediately payable. In addition, removal without consent may result in the loss of future exhibition privileges. The Exhibitor also agrees to remove its exhibit and equipment from the Show Facility by the final move-out time limit or, in the event of failure to do so, the Exhibitor shall be responsible for any additional costs incurred.

14. **Fire Regulations.** Fire-retardant materials must be used. No inflammable fluids or substances may be used or shown in booths. No fire exits are to be blocked, and access to fire protection equipment including sprinkler control valves, fire hose stations, portable extinguishers, and fire alarm stations must not be restricted.

15. **Electrical.** All operating electrical equipment used in the exhibit at the Show must have CSA or equivalent provincial power authority approval.

16. **Insurance.** The Exhibitor is responsible for the placement and cost of (general and third party liability) insurance related to its participation in the Show. The Exhibitor shall maintain adequate commercial general liability insurance in amounts satisfactory to Show Management, naming Show Management (including CANASA) and the Facility as additional insureds. Upon request, the Exhibitor shall provide Show Management with a certificate of insurance evidencing such coverage prior to the commencement of the Show. In addition, should the Exhibitor contract for services with "non-official show contractors", said contractors must provide proof of (general and third party liability) insurance to Show Management prior to being permitted entry to the Facility.

17. **Liability & Damage to Property.** Neither Show Management nor the Facility will be responsible for loss or damage to displays while at the Show, or while being brought into or out of the Show Facility. In all cases, the Exhibitor will assume responsibility for damage, howsoever caused, to property, accidents and/or injuries to other Exhibitors or their employees. All space is leased subject to the Facility rules and regulations, and those outlined in the Exhibitor's manual.

18. **Lotteries/Contests.** Exhibitors shall not operate draws or lotteries without the express written permission of Show Management. If permitted, the Exhibitor is solely responsible for ensuring that it adheres to all applicable laws governing draws and/or lotteries. Without limiting the Exhibitor's foregoing responsibility, Show Management reserves the right to ban objectionable premiums and novelties and to prevent the sale or distribution of any articles or products which it believes might endanger the health and safety of those attending the Show.

19. **Demonstrations.** Aisles must not be obstructed at any time. Demonstrations must be conducted within the aisle line of the exhibit space. If several spectators are expected to congregate at one time, space must be left within each exhibit area in which an audience may gather. Should spectators interfere with normal traffic flow in the aisle or overflow into the aisle, Show Management reserves the right to request that such presentations be limited or discontinued.

20. **Sound Levels.** The noise level of any demonstrations or sound systems or equipment must be kept to a minimum in order not to interfere with others. Show Management reserves the right to determine the sound level at which the noise interferes with others and may require the Exhibitor to discontinue.

21. **Food & Beverages.** Exhibitors shall not serve food or beverages in its exhibit area unless expressly permitted in writing by Show Management.

22. **Hospitality Suites, Exhibitor Functions.** Exhibitor shall limit hospitality suites, social functions and off-floor seminars to times not in conflict with any CANASA functions as listed in the show guide. In addition, Exhibitor agrees to not remove attendees from the Show floor area during regular Show hours.

23. **Admission.** Show Management shall have sole control over admission policies at all times.

24. **Cancellation.** This Trade Show Contract may be cancelled by either party upon giving written notice at least 90 days prior to the first day of the Show. If Show Management cancels, it will refund all monies paid by the Exhibitor unless said cancellation was caused by the Exhibitor's failure to pay the amounts due and owing in accordance with the payment schedule, in which case Show Management has the right to impose a cancellation fee up to 25% of the contracted space costs. If it is the Exhibitor who has cancelled, then the Exhibitor shall pay an amount equal to 25% of the contracted space costs to Show Management, which cancellation fee may be deducted from any deposit held by Show Management. If the Exhibitor cancels within 90 days of the show date, then it will be liable for 100% of the contracted space costs and no refund will be given. The parties hereto agree that the aforementioned cancellation fee is not a penalty but a genuine pre-estimate of damages. Cancellation of this Trade Show Contract, means that the Exhibitor forfeits all rights or claims to the allocated space and Show Management is free to rent it to others and collect the cost of the space in accordance with the Contract as damages. Show Management reserves the right at its sole discretion to change the date or dates upon which the Show is held and shall not be liable for damages or otherwise by reason of such change. In addition, Show Management shall not be liable in damage or otherwise for failure to carry out the terms of this Contract in whole or in part where caused directly or indirectly by or in consequence of criminal or terrorist act, acts of God, fire, storm, flood, war, rebellion, insurrection, riot, civil commotion, strike, pandemic, epidemic, public health emergency, government-ordered closure or restriction, or by any cause whatsoever beyond the control of Show Management. In the event that the exhibit space to be used by the Exhibitor should in any way be rendered unusable, the Exhibitor shall pay for such space only for the period during which it was or could have been used as determined within the sole discretion of Show Management.

25. **Exceptions.** While exceptions to these Terms are not anticipated or encouraged, any such requests must be submitted to Show Management in writing at least 60 days prior to the Show. Show Management will decide on such requests and respond in writing no later than 20 days after receipt of the request.

26. **Amendment to Rules.** Any matters not specifically covered by these Terms shall be subject solely to the decision of Show Management. The Show Management shall have full power in the matter of interpretation, amendment and enforcement of these Terms, and that any such amendments, when made and brought to the notice of the said Exhibitor, shall be and become part hereof as though duly incorporated herein and subject to each and every one of the terms and conditions herein set forth.

27. **Health and Safety Policy.** A health and safety policy agreement must be signed before the Exhibitor can exhibit at the Show. The Exhibitor agrees to comply with all applicable sections of the applicable occupational health and safety legislation in the province in which the Show is being held including, without limitation, the Occupational Health & Safety Act (Ontario), which among other things requires that the Exhibitor, its employees and contractors, take all reasonable steps and precautions to protect the health and ensure the safety of all persons involved in the Show.

28. **Exhibit Guidelines.** All single and in-line booth back walls are restricted to 8 ft. in height and the dividers between the booths to 3 ft. in height. No part of the structural display at its full 8 ft. height may extend out more than 5 ft. from the back wall at that height. All sides and surfaces of the exhibit (booth and signs), which are exposed to a view, must be properly finished and decorated. Failure to provide a finished surface may result in a charge to mask off the surface.

29. **Photography.** No photographs or video may be shot on the Show floor without written permission of Show Management. Any person found to have taken photographs or video without the required written permission may be required by Show Management to permanently delete any such images or footage in the presence of a Show Management representative, and may be removed and banned the Show floor. Show Management reserves the right to pursue any available legal remedies in respect of unauthorized photography or recording.

30. **Space Allocation.** Show Management reserves the right to alter the floor plan and to move Exhibitor if so required at Show Management's sole discretion. Show Management will promptly notify the Exhibitor and do their best to assign a similar location.

31. **Governing Law and Jurisdiction.** The Contract shall be governed by and construed in accordance with the laws of the Province of Ontario and the laws of Canada applicable therein, without regard to conflict of law principles. Each party irrevocably and unconditionally submits to the exclusive jurisdiction of the courts of the Province of Ontario for the resolution of any dispute arising out of or in connection with the Contract, and waives any objection to proceedings in such courts on grounds of venue or inconvenient forum.