

CANASA Presents

Security Canada

International Security Conference & Exposition

2024 Exhibit & Sponsorship Prospectus

CANADA'S LARGEST SECURITY SHOWS

East

Laval, Quebec
April 24, 2024

West

Richmond, British Columbia
June 19, 2024

Central

Toronto, Ontario
October 23 – 24, 2024

SECURITYCANADA.COM

#securitycanada

Canada’s Security Industry Meets Here!

The Canadian security industry centers on three powerhouse markets: Toronto, Vancouver, and Montreal. In 2024, Security Canada Trade Shows will bring the industry together in each of these cities. The businesses and professionals in these regions are dedicated to growing their expertise – and they know that our trade shows are the place to do it. By exhibiting at one, two, or three of our shows, you’ll be able to expand your audience and conduct business in the heart of the Canadian security industry.



East
Laval,
Quebec
April 24, 2024



West
Richmond,
B.C.
June 19, 2024



Central
Toronto,
Ontario
Oct. 23 – 24, 2024

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“ A great opportunity to expand and expose your business. A show that allows you to explore your Market competition as well as create partnerships that are mutually beneficial.

Ryan D’Silva,
Morse Canada

Canada’s top security trade shows - not to be missed! The best in innovation, education, and networking.

Shauna Quinn,
Senstar

What to expect: The Security Canada Trade Show Experience

Real connection driving real business

CANASA is the voice of Canada's \$6 billion security industry, representing more than 100,000 professionals across the country. Security Canada Trade Shows are the largest in the country and offer the latest innovations, cutting edge education, and the best networking opportunities of the year. That's why seven out of ten security industry decision makers only attend our shows.



Attendee Profile

Security Canada Trade Shows draw professionals and companies from every corner of the country and across all buying segments, providing you with the opportunity to connect with influential decision-makers at every level.

Among our attendees:

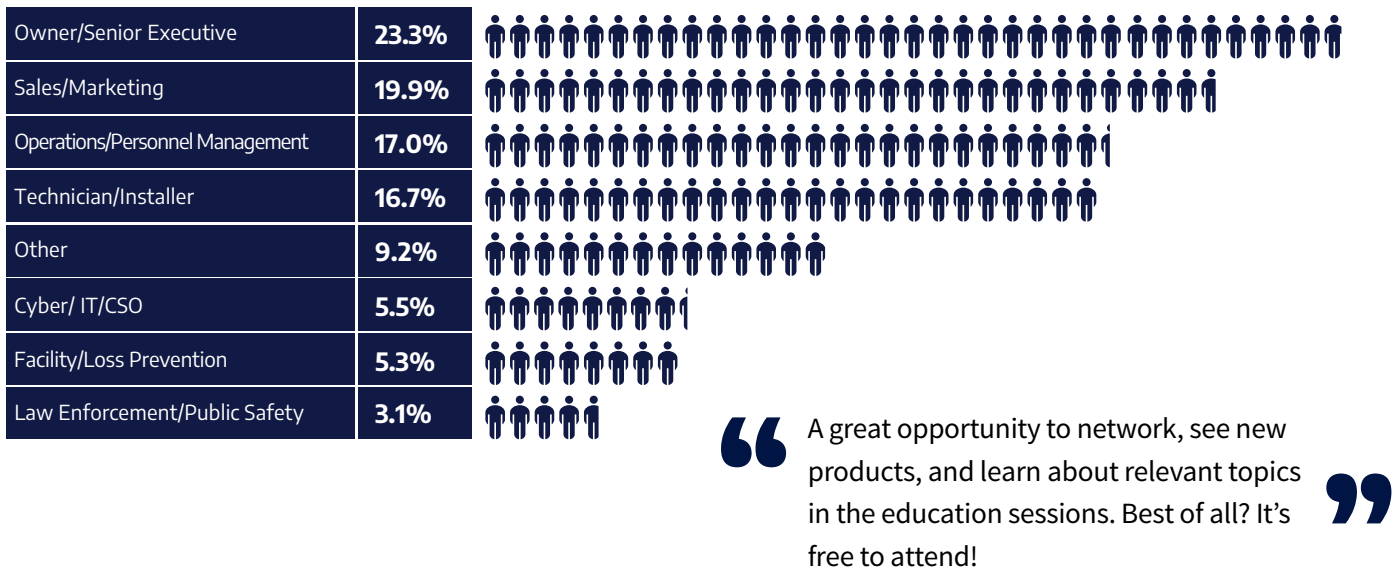
- 44% work with alarm companies and system integrators
- 23% are business owners/executives
- 20% are sales and marketing professionals
- 17% are technicians and installers

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

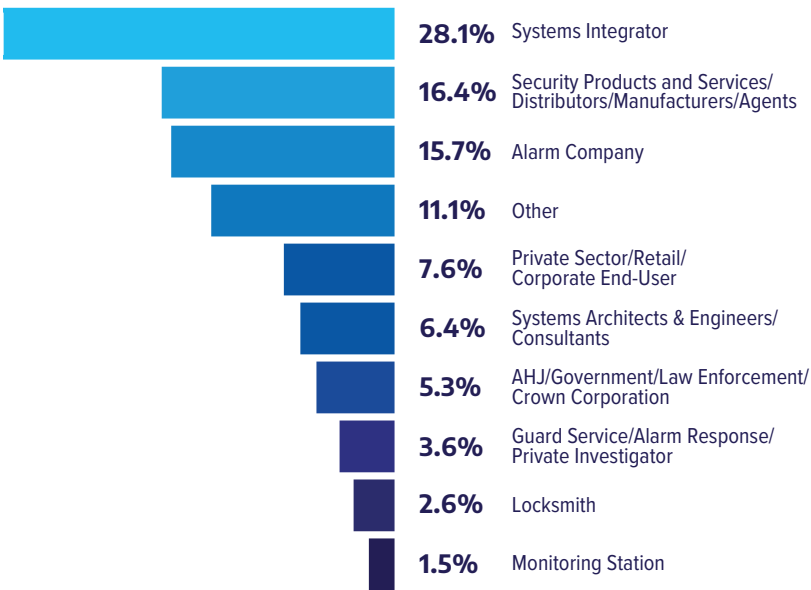
NOTE: statistics are based on Security Canada Central 2023 attendance

Security Canada Attendees — By the Numbers

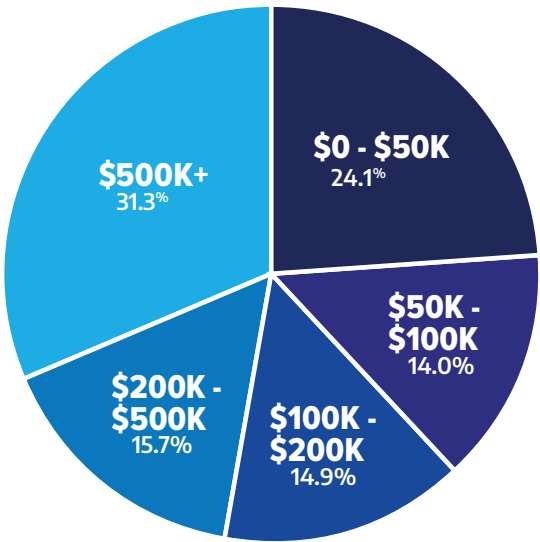
What They Do



Company Type



Purchasing Power



NOTE: statistics are based on Security Canada Central 2023 attendance

Connect With Canada's Corporate Purchasers

Come, meet the country's top security professionals in addition to corporate purchasers like those listed below, and be a part of Canada's most comprehensive security show.

3M Canada	Centre de Téléphone Mobile ltée	Gateway Casinos and Entertainment	Niagara Falls Convention Centre	Sobeys	VIATEC
Aerogare Engineering Private Ltd.	Centre intégré universitaire de santé et des services sociaux du Centre-Sud-de-l'Île-de-Montréal	Georgian College	Niagara Region	Société de la Place des Arts	Videotron
Aga Khan Museum	Centre national des Arts	Global Affairs Canada	Olymbec Development	Société de transport de Laval	Ville de Laval
Agence des services frontaliers du Canada (ASFC)	CFP Léonard-De Vinci	Goodwill Industries	Ontario Lottery and Gaming	Société des alcools du Québec	Ville de Montréal
AIM Recycling Montreal	CGI	Government of Canada	Ontario Power Generation	Société du Parc Jean Drapeau	Ville de Mont-Royal
Air Canada	Chapman's Ice Cream	Grand and Toy	Ontario Provincial Police	Société québécoise des infrastructures	Ville de Québec
Alectra Utilities	Chilliwick School District	Great Canadian Entertainment	Ontario Public Service	St. Lawrence Seaway Management Corporation	Ville de Trois-Rivières
Allied REIT	Chinoy Law	Groupe CLR	Panavideo Inc.	Staples	Walmart
Amazon	Cineplex	Groupe de Courtage Omni ltée	Pattison Food Group	STM	Wealthsimple
AN Telecom Solutions	CISSS de Chaudière-Appalaches	Groupe Prestige 2J Inc.	Pearson Electrotechnology Center	Sun Life	Williams Engineering Canada Inc.
Asahi Refining	City of Brampton	Gryphon Systems	Peel Regional Police	Superintendencia de Bancos	WMB Insurance Specialty Group
Ascent LLC	City of Brantford	Halton District School Board	Pet Valu	Sûreté du Québec	Woodbine Entertainment Group
As-Sadiq Islamic School of Toronto	City of Burnaby	Halton Regional Police Service	Pilaros Inc.	Systèmes Christian Dion Inc.	WSP Canada
Assemblée nationale du Québec	City of Hamilton	Hamel Family Trust	Pinkerton	TD Bank Group	Xenon Pharmaceuticals Inc.
Atria Architects & Engineers Inc.	City of London	Hamilton Police Service	Polytechnique de Montréal	Technicolor	Yacht Club Condominium
Baffinland Iron Mines	City of Markham	Harbourfront Centre	Portails Radisson	Tevelec Ltd.	York Regional Police
Bank of Nova Scotia	City of Oshawa	Hatch Ltd.	PortsToronto - Billy Bishop Toronto	The Brick	York University
Banque Fairstone	City of Richmond Hill	Healthcare of Ontario Pension Plan	Postes Canada	The City of Calgary	YWCA Toronto
Bass Pro Shops	City of Saskatoon	Héma-Québec	Power Corporation du Canada	The Hazelton Hotel	
Bausch Health	City of Thunder Bay	House of Commons	Providence Health Care	The Home Depot Canada	
BC Hydro	City of Vancouver	HQ Telecom	Public Services and Procurement Canada	The Laval News	
Best Buy Canada Ltd.	CIUSSS de l'Est-de-Île-de-Montréal	Hudson's Bay	Purolator Inc.	The Ontario Clean Water Agency	
Bibliothèque et Archives nationales du Québec	Civil Defence, Correctional, Fire and Immigration Services Board	Humber College	PwC Canada	The Ritz-Carlton Toronto	
Bitflow Management Systems Inc.	CN Police	Hydro One Networks Inc.	Quantum Lifecycle Partners	Thomson Group	
Bombardier	CNESST	Hydro Quebec	RCA Électronique	TMX Group Ltd.	
Bowers Medical Supply	CNRL	Incendia Canada Inc.	Region Of Peel	Toronto City Hall	
Bridge Systems	Cobourg Police	Indigo Books and Music Inc.	Region of York	Toronto Community Housing Corporation	
Brightside Apartments Inc.	Commissionnaires du Québec	Intact Assurance	Regional Municipality of Durham	Toronto District School Board	
Brinks Canada Ltd.	Concordia University	Interrent REIT	Regional Municipality of York	Toronto French School	
British Columbia Institute of Technology	Corporation of the City of Mississauga	Investissement Québec	Retail Council of Canada	Toronto Metropolitan University	
Brookfield Properties	Corporation of the City of Windsor	Irving Consumer Products	Rexall Pharmacy Group	Town of Ajax	
Buckareff Properties	Correctional Service Canada	Jamaica Constabulary Force	RHEA Group	Town of Oakville	
Buffalo AKG Art Museum	Costco Wholesale	Kinross Gold	Rogers Communications	Toys R Us	
Building Systems Technologies (BST)	Crossey Engineering Ltd.	Konak (Canada)	Royal Ontario Museum	UBC	
Cadillac Fairview Corporation Ltd.	CSLaval	Kotech Solution Inc.	Royal Tech Solutions	Ubisoft	
CAE Inc.	CVM Electronics	Kuehne-Nagel Ltd.	Saint Lawrence Seaway Management Corp.	Underwriters Laboratories of Canada Inc.	
Calgary TELUS Convention Centre	DAMMA Holdings SA	Kwantlen Polytechnic University	Samsung Electronics Canada	Unifor	
Campus Suites LP	Debittech POS	LCBO	Schneider Electric Canada Inc.	Université Concordia	
Canada Border Services Agency	DeHavilland Aircraft of Canada	Legislative Assembly NB	Seneca College	University Health Network	
Canada Goose	Deloitte	Les Ponts Jacques Cartier et Champlain incorporée	Service correctionnel du Canada	University of Guelph	
Canadian Coast Guard	Dollarama	Lester B. Pearson School Board	Sharif Petroleum Operating Company	University of the West	
Canadian Museum of Nature	Durham Regional Police	Loblaw	Shaukat Khanum Memorial Cancer Hospital & Research Center	Indies Hospital	
Canadian Natural Resources Ltd.	École des métiers spécialisée (EMS)	London Drugs Ltd.	Shopify	University of Toronto	
Canadian Tire Corporation	Edmonton Catholic School Division	lululemon	Simons	University Of Toronto - Campus Police	
Capri Holdings Versace - Michael Kors - Jimmy Choo	EllisDon	Lumen	Smith + Andersen	University of Waterloo	
Casino de Montreal	Enbridge's Enterprise Security	Marks USA	SNC Lavalin	Upper Grand District School Board	
CBRE-IBM Canada	Exhibition Place	Mastercard			
CBSA	Fairmont Le Château Frontenac	McMaster University			
Cégep Lionel-Groulx	FedEx Express Canada Corp.	MD Consulting			
Centennial College	Fiber Connections Inc.	Metrolix			
Centre Anjou	Fisheries and Oceans Canada	Mines and Geology Division			
Centre de services scolaire de Laval	Forces armées canadiennes	Ministère de la Défense nationale			
Centre de services scolaire de Montréal	Four Seasons Hotel	Ministry of Interior-Qatar			
Centre de services scolaire Marguerite-Bourgeoys	GA-ASI	Ministry of Public Safety and Solicitor General - Security Programs Division			
		Ministry of the Solicitor General			
		Molson Coors Beverage Company			
		Nasa Technologies			
		National Arts Centre			

“ Being able to see the latest technology on the market is important to our business. ”

Roger Miller,
Northeastern Protection Service Inc.

Sponsorship Opportunities

Sponsorship provides Exhibitors with many sought-after benefits and increased opportunities for **actively engaging with our audience**. Choose one or more of the opportunities listed below to boost your visibility.

	SCE	SCW	SCC	National
Enhanced Branding & Digital Advertising Package *	\$5,000	\$5,000	\$7,500	\$10,000
Flag Banners (Sponsor Provides)	\$2,500	\$2,500	\$4,000 SOLD	\$7,500
Bag Stands at the Entrance (Sponsor Provides)		National Only		\$7,500 SOLD
Lanyards (Sponsor Provides)		National Only		\$5,000 SOLD
Name Badges		National Only		\$5,000 SOLD
Show Guide Floor Plan		National Only		\$5,000
Registration Kiosk	N/A	N/A	\$5,000 SOLD	N/A
Sponsorship of Keynote Session	N/A	N/A	\$5,000	N/A
Floor Mats	N/A	N/A	\$2,500 SOLD	N/A

Please note that priority is given to the previous year's sponsors and national sponsors.
To be a national sponsor, you must exhibit at two of the three Security Canada Trade Shows.

The following benefits are included for ALL Sponsors*:

- Logo on the Security Canada website - sized to sponsorship level
- Logo in show guide - sized to sponsorship level
- Logo inclusion in all marketing communications where sponsor logos are featured

* Applicable to the show being sponsored

Secure Your Sponsorship Opportunities

Click Here »

Enhanced branding & digital advertising package includes:

(See investment levels above)

- Logo on email communications to prospective and registered attendees
- Logo on all direct mail communications
- Logo with Exhibitor listing in show guide
- Banner ad on Security Canada event website page
- Banner ad on 1 Security Canada promotional email to registered attendees
- Banner ad on 4 Security Canada promotional emails to prospective attendees
- Social media promotion of sponsorship at each trade show

* For new communications and from the date of sponsorship

Your brand’s visibility is tied directly to your investment.
The more you invest, the greater your recognition.

Sponsorship level	Minimum Investment not including booth purchase	Sponsorships Available
Platinum	\$15,000	2
Diamond	\$10,000	3
Gold	\$7,500	5

For example:

Investing in Flag Banners at a cost of \$7,500 gets you to Gold Level recognition, however, adding Floor Mats at \$2,500 brings your total to Diamond level recognition.

Brand (logo) recognition on the Security Canada website, show guide, and in all marketing communications where sponsor logos are featured, prioritized based on investment level.
Please see graphic below for reference.



Secure Your Sponsorship Opportunities
[Click Here »](#)

Security Canada East

Sheraton Laval
Laval, Quebec
April 24, 2024

Bringing in over 800 security professionals from across eastern Ontario, Quebec, and the Maritimes, Security Canada East is THE place to be to build your business in the Quebec market. Don't miss this dynamic trade show offering the best business networking opportunities in the region.

Schedule

April 23

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

April 24

8:00 a.m. Set-up resumes
10:00 a.m. Exposition opens
12:00 p.m. Luncheon on show floor
5:00 p.m. Exposition closes
and tear down

What's included:

- 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

T: (905) 513-0622 ext 224
E: sbasnett@canasa.org

Booth Pricing

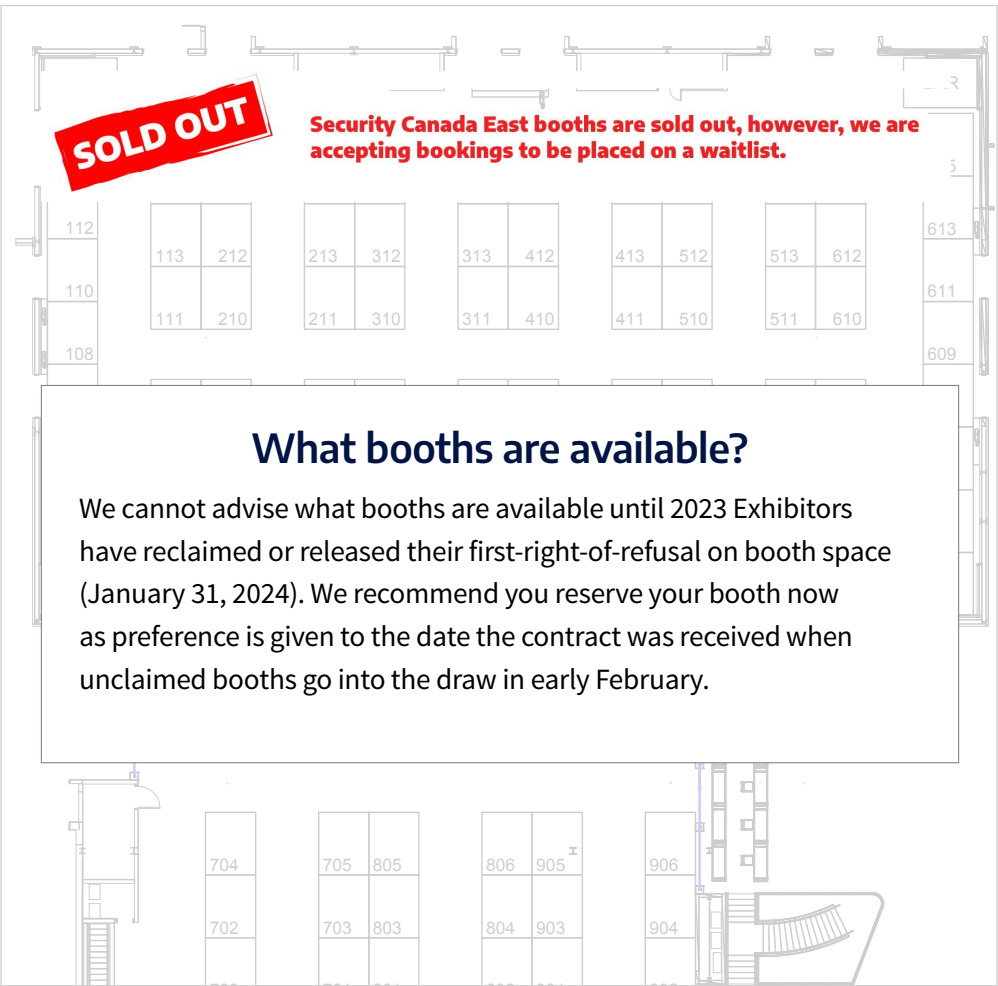
CANASA Member:
\$3,300 CDN each

Non-member:
\$3,700 CDN each

**Full payment is due
at time of booking**

**All booths are
10' wide x 8' deep**

**Per above, CANASA
members SAVE \$400 per
booth**



Security Canada West

Sheraton Vancouver
Airport Hotel
Richmond, B.C.
June 19, 2024

Hosted in vibrant Vancouver, British Columbia, Security Canada West brings together over 500 security professionals from Canada’s Pacific-Northwest. Seize this opportunity to learn, network, and see the latest products and services that can help grow your business.

Schedule

June 18

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

June 19

8:00 a.m. Set-up resumes
11:30 a.m. Set-up ends
12:00 p.m. Exposition opens
with luncheon on show floor
5:00 p.m. Exposition closes and tear
down

What’s included:

- 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:

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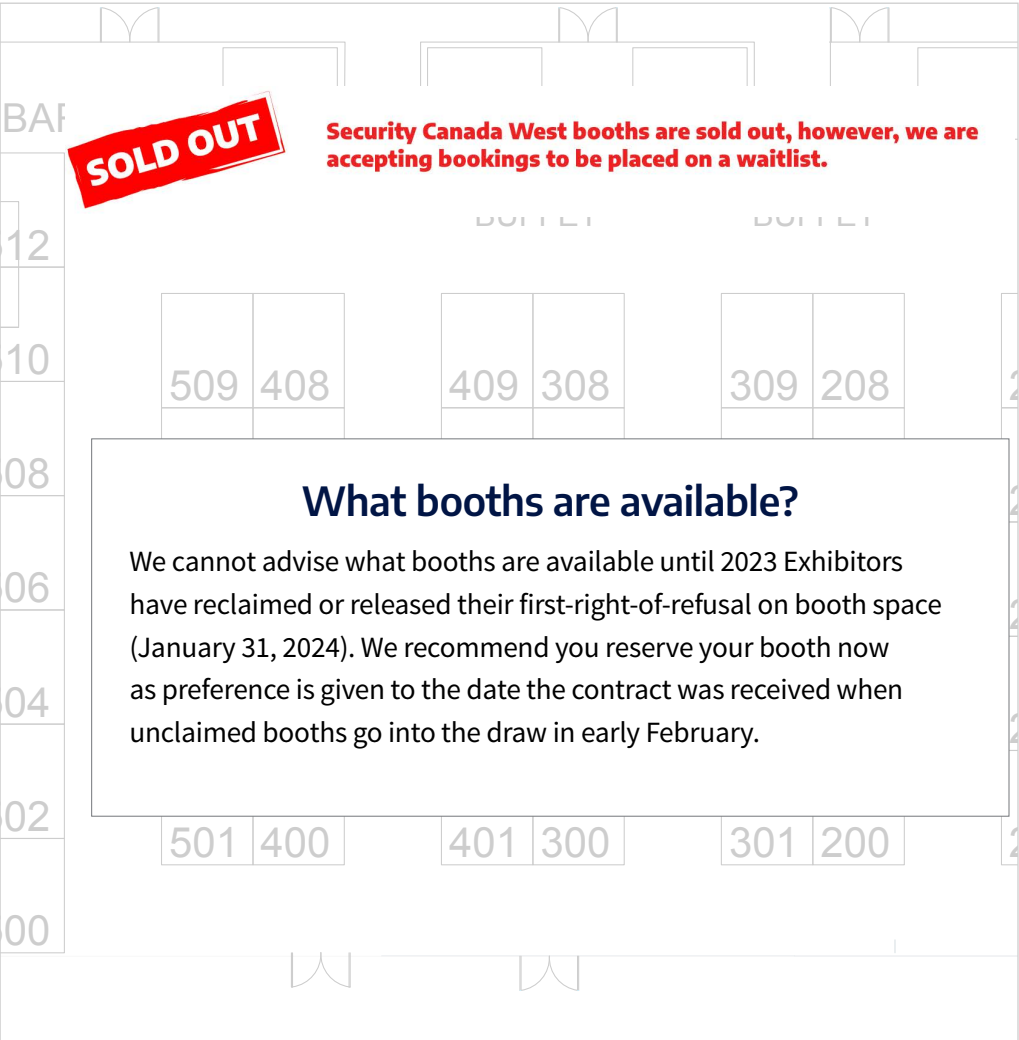
CANASA Member:
\$3,100 CDN each

Non-member:
\$3,500 CDN each

**Full payment is due
at time of booking**

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

**Per above, CANASA
members SAVE \$400 per
booth**



Security Canada Central

Toronto Congress
Centre

Toronto, Ontario

Oct. 23 – 24, 2024

Schedule

October 21

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 22

8:00 a.m. Set-up begins

5:00 p.m. Set-up ends

Security Canada Central is the largest industry event in the country, with over 2,700 security professionals attending every year. Set in Toronto, this show is national in scope and the ideal place to liaise with peers, learn from experts, spotlight your company, and connect with thousands of the security industry's best.

What's included:

- 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

T: (905) 513-0622 ext 224

E: sbasnett@canasa.org

Booth Pricing

CANASA Member:

Before July 1: \$4,700 CDN each

As of July 1: \$5,000 CDN each

Non-member:

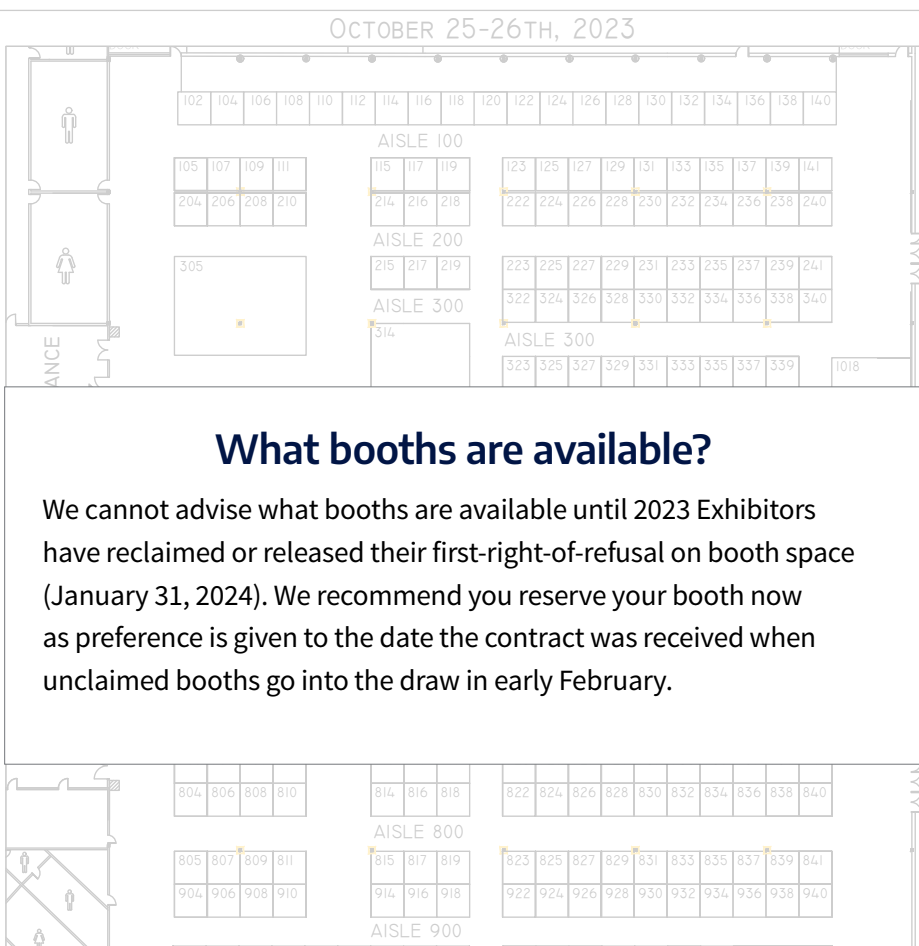
Before July 1: \$5,100 CDN each

As of July 1: \$5,400 CDN each

**Full payment is due
at time of booking**

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

**Per above, CANASA members
SAVE \$400 per booth**



Exposition Rules & Regulations

The basic concept of the Security Canada Conference(s) and Exposition(s) [the "Show(s)"] is to make exhibit areas open, accessible and visually appealing to attendees. The floor plans have been designed so that all exhibit booth spaces are convenient and equally visible to attendees. The following exposition rules and regulations 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 this trade show contract, the term "Exhibitor" is one and the same as the company name.

- 1. Management.** In these rules and regulations, "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 Security Canada conferences or expositions.
- 2. Payment Terms.** Full payment is due at the 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 company is 'of the essence' in this trade show contract, and if the company does not occupy such space, the show management (defined below) 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 company from any liability hereunder.
- 4. Eligible Exhibits.** Exhibits will be limited to those companies or other entities offering materials, products or services of specific interest to registrants. Show management reserves the right to determine the eligibility of any product for display. The Exhibitor agrees that its exhibit shall be admitted and shall remain from day to day solely on strict compliance with these rules and regulations.
- 5. Limitation of Liability.** The company agrees to indemnify and hold harmless the show management, CANASA, exhibition hall facility (the "facility"), and city in which this exhibition is being held, and their officers, directors, agents, employees, successors, and assigns, against all claims, losses, suits, damages, judgments, expenses and costs and charges of every kind resulting from its occupancy of the exhibit booth space herein contracted for, by reason of personal injuries, death, property damage, loss, or any other cause sustained by the company, its officers, directors, agents, employees, and subletting tenants, and all third parties. The show management shall not be responsible for loss or damage to displays, lights, goods, equipment or machinery belonging to Exhibitors, 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 exhibition are displayed at Exhibitor's own risk, and should be safeguarded by the company at all times. The company also agrees that the provisions of this paragraph shall apply if loss, damage or injury, irrespective of cause or origin, results directly or indirectly to person or property from performance or non-performance of obligations imposed by this trade show contract or from 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 responsible for any claim for punitive, exemplary or aggravated damages, damages for loss of profits or revenue, indirect, consequential or special damages of any kind or any damages whatsoever relating to the loss of, or loss of use of, displays, lights, goods, equipment or machinery belonging to Exhibitors. The company further agrees that show management shall not be responsible in the event of any errors or omissions in the listings in the Exhibitors' official directory and in any promotional material. The company agrees to indemnify show management against, and hold it harmless for, any claims and for all damages, costs, and expenses, including without limitation, reasonable lawyer's fees (on a substantial indemnity/solicitor-client basis) and amounts paid in settlement incurred in connection with such claims arising out of the acts (whether intentional or accidental) or negligence of the Exhibitor, its officers, directors, employees, agents, assigns, successors, contractors, subcontractors, and those for whom at the law the Exhibitor is responsible.
- 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 Exhibitors to fit with any floor plan revisions. Show management also reserves the right to expel Exhibitors or their 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.** Space shall be contracted and paid for only by the company making application and occupying assigned space according to company name shown on contract. Only the company name shown on contract 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 non-Exhibitors without the prior written permission of show management.
- 9. Premium Booth Space.** Premium prices may be applied to preferred locations and specialized booth space.
- 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 absolutely prohibited during the course of the show. Infraction of this rule will result in the closure of your 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 their 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 Exhibitor in their products or service may be distributed except by written permission of show management.
- 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 his exhibit set-up and staffed in time for the opening of the show. The Exhibitor shall not remove any part of his 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 his 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 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. 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 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 Exhibitors or 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 obligation is on the Exhibitor to ensure that it adheres to the applicable laws governing draws and/or lotteries. 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 are not permitted to serve food or beverages in their exhibit area unless expressly permitted in writing by show management.
- 22. Hospitality Suites, Exhibitor Functions.** Show management requires that Exhibitors 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 will impose a cancellation fee equal 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 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 agreement 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 or by any cause whatever 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 rules and regulations are not anticipated or encouraged, any such requests must be submitted to show management in writing at least 60 days prior to the trade show. Show management will rule 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 the preceding rules 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 all said rules and regulations, 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.** The company agrees to comply with all Provincial and Federal public safety guidelines with regards to Covid and all applicable sections of the Occupational Health & Safety Act, which among other things requires that the company, 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 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. Show management reserves the right to confiscate or delete images taken without permission and to ban the responsible parties from the show floor.
- 30. Space Allocation.** Show management reserves the right to alter the floor plan and to move exhibitors if so required at their sole discretion. Show management will promptly notify the exhibitor and do their best to assign a similar location.