

## Exhibitor Guidelines

Forum North 2010 provides floor space based on the following guidelines.

**General Conditions.** Backdrop and curtains will be supplied and wherever possible booths are 10' wide x 8' deep. An 8' table and 2 chairs are provided. Exhibitors must not extend their displays beyond the space allotted. Any exhibitor using sound equipment should keep the volume to a minimum to avoid distracting other exhibitors. One company only per booth is permitted.

**Cancellation Policy.** All cancellations will be subject to an administration fee. No cancellations or requests for refunds will be accepted less than 30 days prior to the conference.

**Price and Payment.** All Exhibit space is prepaid. Exhibitors requesting invoicing must have previous approved credit terms or must complete an application for credit terms and receive approval. **Purchases after May 1, 2010 are subject to HST.**

**Freight.** Exhibitors are responsible for shipment of booths and materials. The hotel agrees to accept delivery of exhibit materials up to 5 business days prior to the conference. The hotel phone number is 807-577-1121. Please address to:

**Forum North November 2&3, 2010  
The Valhalla Inn  
1 Valhalla Inn Road  
Thunder Bay, ON P7E 6J1**

**Set-up and Removal.** Set-up commences at 12 noon on Monday, November 1 and must be complete by 8:00pm Monday evening. Dismantling begins at 2pm on Wednesday, November 3 and must be complete by 4:30pm.

**Booth Assignment.** All booth locations will be assigned by members of the Forum North Committee who do not have a conflict of interest with the Trade Show. Electrical requirements will be taken into consideration. A limited number of double booths are available.

**Static Booths.** These booths are located in the Scandia Hallway and are not secured each evening. Fire and safety regulations require that booths located in this area do not impede safe passage along the hallway; therefore these booths are limited to a single table placed adjacent to the wall.

**Electrical Equipment.** Electrical Outlets are available on the perimeter of the trade show floor. *Please note on your application form if you require power.* Exhibitors are responsible for supplying their own power cords and for ensuring that all powered equipment meets ESA standards and is clearly identified in accordance with the standard.

Any permits for special installations are the responsibility of the exhibitor.

**Security and Liability.** One person is required to be present at the booth at all times during conference hours. The exhibit area (excepting the static displays) will be locked and security service is provided by hotel security after hours. Forum North assumes no responsibility for damage, loss or theft of any nature. Exhibitors should obtain their own insurance.

**Internet Access.** Wireless internet access is provided by the hotel at no charge.

**Registration, Badges and Meals.** Each Exhibitor will receive one complimentary corporate pass for the conference which includes meals for both days. (Excluding Comedy Night Out). Additional exhibitor badges can be provided and additional meal ticket packages may be purchased. Tables will be reserved in the Dining Room for Exhibitors to ensure seating is held and readily available at luncheons.

**Comedy Night Out.** Exhibitors are invited to attend the banquet, entertainment and silent auction on Tuesday night following the Icebreaker and will receive the delegate price for banquet tickets purchased by *Friday, October 29<sup>th</sup>*. Non-delegate price will apply after this date.

**Publicity and Promotion.** Exhibitors will be recognized on signage and the Forum North Brochure providing booth space purchased by July 31, 2010. Links to Exhibitor's websites will be added to the Forum North website. Exhibitor profiles will be published in the Forum North Showguide and will be highlighted during conference sessions by the session chair.

**New Product Launch.** Exhibitors who have a new product and/ or service to introduce at the conference are invited to apply to the Exhibitor committee for an opportunity to announce this at the conference and to provide an insert to the delegate portfolio. The committee reserves the right to approve all applications.

**Draws/Donations and Silent Auction.** The generosity of our Exhibitors who donate prizes to Forum North is recognized and greatly appreciated. Exhibitors who choose to hold draws at their booth will be invited to present the prize at the Wednesday luncheon. Exhibitors will also be invited to provide items for Icebreaker draws and for the silent auction which will occur at the Comedy Night Out. Allocation of prizes and draw items will be the sole discretion of the Exhibitor.