



FASHION BEAUTY EXPO

**EXPOS**YOURSELF!



*2012 EXHIBITOR  
APPLICATION KIT*

**NOVEMBER 17-18/2012**

Downsview Park International, Toronto, Ontario

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# SHOW INFORMATION

Welcome to The Fashion Beauty Expo (FBE), Toronto's premier fashion extravaganza! The show will take place on the weekend of November 17th to 18th 2012 at the Downsview Park. The Fashion Beauty Expo will features five major events and five FBE features that we invite you to come explore and enjoy.

## The Fashion Beauty Expo features 5 major components:

- International Bridal Expo
- Fashion Expo
- Runway
- Secret Treasures Gift Expo
- Beautiful People Contest

## SHOW TIMES:

Saturday, Nov. 17 11am-8pm  
Sunday, Nov. 18 11am-6pm



## Plus 5 FBE Features:

- FBE Official Launch Cocktail Party
- VIP Martini Lounge
- Waterfall Fashion Runway Show
- Beautiful People Contest, Brought to you by FBE Runway Magazine
- Food Emporium

## Become An Exhibitor At The Fashion Beauty Expo and:

- Join a "new mix" of well-established exhibitors and designers worldwide.
- Build a "larger database" of new clients and sell to fashion hungry patrons.
- Gain experience in a "new marketplace" & market your product to "fresh" clients.
- Receive invitation to the "VIP Waterfall Fashion Runway Show" on Friday evening.
- Have access to media exposure, photo opportunities, specialty vendors and VIP guests.

# ADVERTISING & SHOW ATTENDANCE

Our objective is to encourage the highest number of patrons to the Fashion Beauty Expo. We understand that a show with a high level of patron attendance meet exhibitor expectations. Keeping this in mind, we have several marketing campaigns that are massive and covers all of Toronto, the Greater Toronto Area and outside Ontario.

## This includes the following:

- Sponsorship Program with 92.5 and 103.5 Radio Stations
- Dailies -i.e. Toronto Star and Sun and local papers in the GTA
- Mini-Fashion Beauty Shows Pre-Launch Parties and Runways
- Official Launch Party with VIP Guests and the Press
- Website, Word-of Month, Facebook and Beautiful People Contest Campaigns
- Advertising in our Beautiful People Runway Magazine
- Muilt-National Corporate and Social Organization Sponsors and Supporters
- Direct-Mail and Email from our database of over 250,000 “shop-a-holics”



You can also request to be a Category Sponsor for the Fashion Beauty Expo. EXPOSYOURSELF! And Get The Attention You Deserve!!!

## Free Advertising Opportunities

We're offering several ways for your company to get FREE ADVERTISING to promote yourselves at the show!

- 1. YOUR PHOTOS IN THE PRESS/MEDIA** All received photos given to us may be used and released to the press and other local and national media. These photos may also be used in our print advertising for the show, such as fashion magazines, newspapers and websites. To be included in our advertising please ensure that you send all photos on a disc via mail to the address below. Please have all photos on disc at 300 dpi or greater and jpeg format. Also include a photo release form signed and label each and every photo with description. (optional)  
**Send your digital photos to [info@fashionbeautyexpo.com](mailto:info@fashionbeautyexpo.com)**
- 2. HOT TICKET BOOTH COUPONS** We will promote for you your Hot Ticket Booth Coupons. By sending us your discount coupon designed by you for your booth, we shall distribute it to over 250,000 shoppers across Toronto, the Great Toronto Area and surrounding areas. Once received via email, printed out and then brought to your booth at the Fashion Beauty Expo, the patron may spend their money at your booth first. Please note all Hot Ticket Booth Coupons must be submitted in digital file format and standard business card size (one sided only).  
**The deadline for Hot Ticket Coupon advertising is September 15, 2012.**  
**Send your digital files to [info@fashionbeautyexpo.com](mailto:info@fashionbeautyexpo.com)**
- 3. SPOTLIGHT ADVERTISING ON OUR WEBSITE** By providing your functional website address (as stated on your contract) to us we can assist in promoting your company by creating a link on our website to yours so that shoppers can gain access to you easily. In addition, we also invite you to participate in our SPOTLIGHT advertising. Your company and/or product can be part of our SPOTLIGHT section of our website. Through our website traffic, people can discover your product and learn more and about you quickly. All requests for the SPOTLIGHT advertising are on a first-come-first-serve-basis. Space is limited.  
**Request a SPOTLIGHT advertising form by emailing us at [info@fashionbeautyexpo.com](mailto:info@fashionbeautyexpo.com)**

# *SPECIAL FEATURES*

## *FBE OFFICIAL LAUNCH COCKTAIL PARTY*

### **Exclusive By invitation only!**

Come celebrate with us as we officially launch the Fashion Beauty Expo. This is open to all exhibitors, sponsors, photographers, Beautiful People contestants and the Press. The VIP list also includes but not limited to dignitaries from Consulates and Ambassadors of Canada, Government Officials invites and distinguished guests from the fashion and beauty industry in Canada and abroad.

There will be many door prize giveaways. Enjoy a sampling of some savoring foods offered at our Food Emporium. Get your VIP Tickets early and save!

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## *VIP MARTINI LOUNGE*

**Mix and mingle with industry professionals at our exclusive VIP lounge by Martini**

### **Exclusive By invitation only!**

Get connected! FBE's 2-day event offers the VIP lounge—a prime opportunity for industry professionals attending the expo to network and exchange business interests, ideas and information. Our Martini Lounge provides VIPs an area to relax and enjoy complimentary foods and beverages.

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## *WATERFALL FASHION RUNWAY SHOW*

**Sponsored by: Culligan Bottled Water Company and Top Designers and Distributors.**

### **Exclusive By invitation only!**

As exhibitors you will be invited to the FBE VIP Waterfall Fashion Runway on Saturday evening. Top Canadian designers with their clothing lines and couture accessories will dress the Waterfall Fashion Runway. It is ultimately a RUNWAY you cannot afford to miss. Expect New York designers, VIP guests and the press. Come social with us and be CHIC about it!!





# *SHOW DEMOGRAPHICS*

## **Communities of Interest and Target Markets to this Event**

**Toronto, Greater Toronto Area and surrounding areas such as, Peel, New Market and Durham.**

In order to establish strong profitable success for our vendors, we are presenting 3-Expos in a 2-day week. In addition, our strategic date in November (17-18): FBE captures the BIGGEST gift-giving season of the year. Success stories of our past events and experience proves that our dates and locations lend success to our show vendors. FBE is targeting but not limited to the upper-middle income earners. This segment of the population and other levels of income groups are understood to be fashion conscious, as well as having the great disposable income to spend on fashion and beauty needs. Approximately, \$300-\$400 is what each person will spend during this holiday season (STATS CANADA).

The FBE campaign is extensive and unique for this year. For example, this year FBE is host to the "Toronto's International Bridal Expo" - exhibiting over 60,000 sq/ft of venue space and 150-200 + exhibitors. This Expo invites engaged couples interested in bridal trends; the bridal family: bridesmaids, maid of honors and other wedding participants. Be sure to exhibit your business in this worthwhile event. FBE has a database of over 15,000 Brides and Grooms that plan to get married in the next 6-18-months. Our International Bridal Expo offers the best of "main-stream" wedding professionals, specialty wedding planners and exhibitors that complement our invited multi-racial wedding couples. This will be the most sought out Toronto's International Bridal Expo, as it combines the functionality and space with a multi-faceted FBE.

Ensuring that exhibitors enjoy healthy patron traffic in a 2-day FBE, we have also partnered with L'Oreal Professional, Merle Norman and some of the most successful Multi-National Network Businesses within the Fashion, Beauty and Gifts industry. Their participation and sponsorship support will prove to increase patronage at the Fashion Beauty Expo, expecting an additional 10,000 + fashion conscious shop-a-holics at the ticket gates.

Moreover, the attendance to this event will increase significantly, as the Beautiful People Contest gains popularity and interest to both Women and Men participants and respective supporters. Embassies, consulate offices, multinational business organizations and other public groups within our target markets are invited to participate in the nomination of contestants to the Beautiful People Contest. This contest is held in the 2-day FBE (see chart below), and draws well over 2000 women and men contestant and supporters to this Fashion Beauty Expo. Contest details, please refer to the website.

## **Geographical Target Market**

After much business analysis, FBE is host to the 2-Day Expo at Downsview Park International. This venue is an excellent choice to hold our event. It has three major access corridors for drivers : Hwy. 401, Hwy 400, the Allan Expressway and Sheppard Avenue. Local commuters using the Toronto Transit System via bus/subway conveniently exit Downsview Park Station.

Downsview Park International is the location central to the CORE MAJORITY of ethnic communities in Toronto and the Greater Toronto Area (GTA). This location is approx. 5 minutes north of the famous and the premier retail shopping centre in Canada - Yorkdale Shopping Centre. Fashion Beauty Expo aims to attract Yorkdale Mall's patronage and patronage including but not limited to downtown Toronto, uptown areas and surrounding areas of the GTA (see Demographics chart below). Given this FBE location, we draw an expected 15,000 more patrons to the Fashion Beauty Expo using our effective marketing and advertising campaigns (please see Media/Advertising Campaign on website).

# SHOW DEMOGRAPHICS

## Demographics and VIP Guest Special Invitation of Consulate Offices in Metro Toronto and GTA

Source: Statistics Canada, 2006 Census of Population. Last modified: 2009-08-14.

ETHNIC ORIGIN	NUMBERS	ETHNIC ORIGIN	NUMBERS
Total - Ethnic origin	5,072,075	Western European origins	378,125
European origins	1,813,565	Caribbean origins	305,625
British Isles origins	1,331,485	German	259,020
Southern European origins	940,630	French origins	243,670
East and Southeast Asian origins	843,850	French	241,395
English	804,100	Polish	207,495
South Asian origins	713,630	Portuguese	188,110
Other North American origins	680,990	Filipino	181,330
Canadian	651,635	African origins	160,450
Scottish	561,050	Jamaican	160,210
Chinese	537,060	Other European origins	149,605
Irish	531,865	Jewish	141,685
Eastern European origins	500,570	West Asian origins	129,390
East Indian	484,655	Ukrainian	122,510
Italian	466,155		

# EXHIBITOR CATEGORIES

## International Bridal Expo

Ceremony/Reception Sites & Halls  
 Wedding Cakes  
 Bridal Attire/Gowns/Men's Formal wear  
 Wedding Invitations  
 Jewelry/Wedding & Engagement Rings  
 Decor/Flowers & Floral Designs  
 Wedding DJs/Live Music/Stags  
 Limousines/Limo Buses/Transportation  
 Hair, Make-up & Beauty Salons  
 Honeymoons/Destination Weddings

## Secret Treasures Gift Expo

Home decor pieces  
 Body, bath and healthcare products  
 Handmade candles and other illuminating works of art  
 Clothing of unique and specialized design  
 Children's toys  
 Furniture and Show pieces for home decoration  
 Textiles & Fabrics  
 Glass art & Ceramics  
 Casual & Fine Jewelry  
 Leather related works of art

## Secret Treasures Gift Expo

**continued...Accessories**  
 Beauty and Body Care  
 Body Piercing  
 Cosmetics  
 Evening Purses  
 Fragrances  
 Hair Accessories  
 Handbags & Lifestyle Bags  
 Hats & Gloves  
 Hosiery & Intimate Apparel  
 Jewellery  
 Mens Accessories  
 Scarves & Shawls  
 Shoes & Shoe Accessories  
 Small Leathergoods  
 Silvers and Semi-Precious Stones  
 Ties & Belts  
 Wallets & Purses  
 Watches  
 Wigs /Extensions

## Fashion Expo

Boutique Apparel  
 Eco Clothing  
 Streetwear  
 Vintage & Retro Apparel

# BRIDAL EXPO STATISTICS

## BACKGROUND

Who are the brides & grooms attending the show?



### INDIVIDUAL ANNUAL INCOME

Less than \$34,000: 17%  
 \$34,000 to \$48,000: 22%  
 \$49,000 to \$75,000: 61%



### PROFESSION

Managers/Owners/Professionals: 67%  
 Administrative: 35%  
 Self-Employed: 42%



### EDUCATION

High School/Other: 13%  
 Post Secondary: 36%  
 University Graduate: 51%



### HOUSING

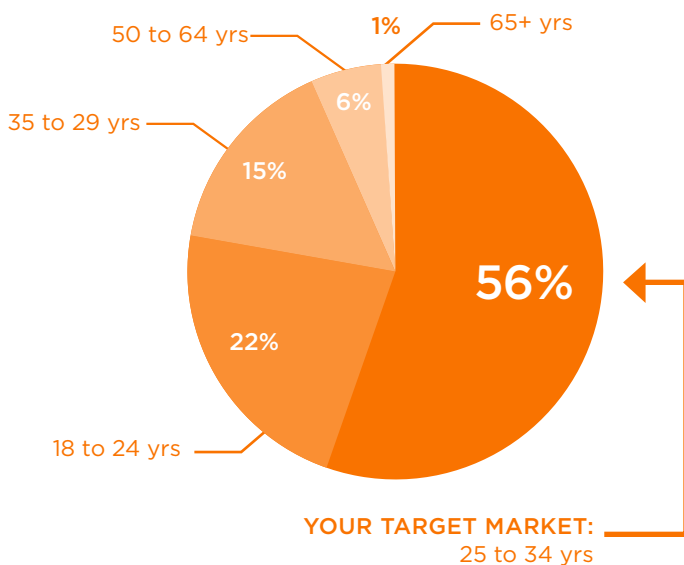
Live with fiancé: 67%  
 Live with parents: 32%  
 Live alone/with Roommates: 11%



### What wedding components is the average bride and groom shopping for?

Accessories & Jewellery	86%
Bridal Fashion/Tuxedos	94%
Cakes	91%
Caterers	82%
Decor	93%
Entertainment	83%
Financial Advice	72%
Flowers	90%
Guest Accommodations	66%
Health & Beauty	91%
Home Furnishings	56%
Honeymoon Travel	79%
Invitations	88%
New Home	79%
New Vehicles	30%
Photographers	94%
Transportation	87%
Unique Services	77%
Venue	93%
Videographers	86%
Wedding Consultants	90%

## AGE GROUPS



### 28 to 35 years

Average age of couples

### 12 to 18 months

Average length of engagement

### February

Most popular engagement month

### \$28,990

Average amount spent on wedding

### July/August/September

Top Wedding Months

### 72%

Honeymoons outside of Canada

We have compiled these stats from industry trade shows and research including but not limited to: Google, Yahoo, ABB, NBS, and Statistics Canada



# BOOTH PRICES

## Booth Includes:

- ✓ 8" high Pipe and Drape
- ✓ 24 Hour Security
- ✓ Free Exhibitor Parking
- ✓ Free Exhibitor Pass
- ✓ 20 General Admission Guest Passes
- ✓ 5 Weekend Exhibitor Badges
- ✓ One Announcement per day at the show
- ✓ Directory on our website

## Booth Does Not Include:

- ✗ Tables
- ✗ Table Dressings
- ✗ Signage
- ✗ Floor coverings
- ✗ Electrical or Communication Outlets.

*\*Rentals for all of these items are available.*

BOOTH SIZE	RATE	+HST	TOTAL
<b>International Bridal Expo/ Fashion Expo / Secret Treasures Gift Expo</b>			
10' x 20'	\$2,499	\$324.87	<b>\$2,823.87</b>
10' x 10'	\$1,449	\$188.37	<b>\$1,637.37</b>
10' x 5'	\$749	\$97.37	<b>\$846.37</b>

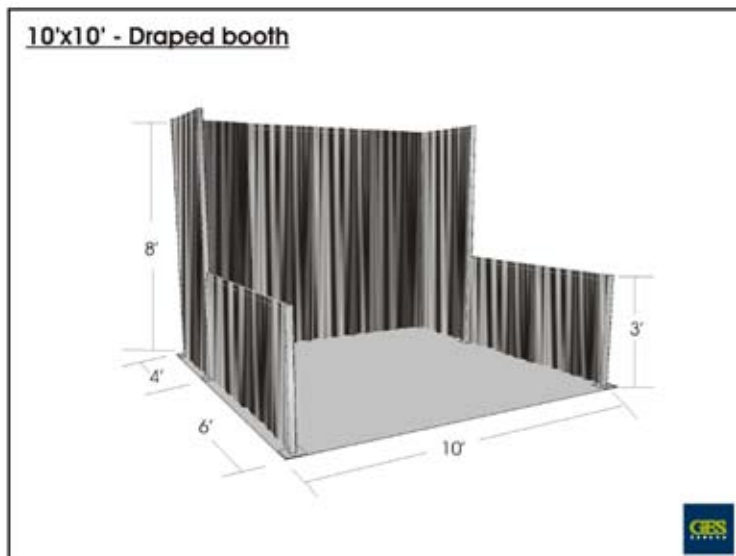
## Notes:

*An additional charge of \$200 for corner premium booth.*

*An additional admin charge of \$50 for shared booth space.*

**Show Setup Times: Friday November 16, 2012** from 9am-8pm

**Show Take-Down Times: Sunday November 18, 2012** from 6:30pm-11pm



# *SUPPORT MATERIALS CHECKLIST*

When you mail your application to us, you **must** include the following listed below. Please check off as you complete the listed items below. **Incomplete applications will be returned without being reviewed.**

*Application and Terms & Agreement Forms*

Please read and complete all relevant information on forms where applicable to you. These includes Exhibitor Contract Terms and Conditions, Runway Application and Photo Release Forms.

*Your Photos*

Provide a CD with 12 high resolution (jpeg format) showing the products you intend to sell at the FBE event.

*Photo Release Form*

Please submit a completed and signed photo release form.

*Booth Design*

Provide a professional sketch, a digital photo, or picture of a past booth display of your proposed booth set-up.

*Product Description*

Include a price list of all your products and product description.

*Samples*

This must be provided for all edible or scented items. These samples items will not be returned.

*Deposit*

Please enclose, along with the attached application and contract form, a Mastercard, Visa, or cheque of full payment or deposit of \$400.00 payable to Leap Premier Events Group Inc. This deposit will be cashed only if your application is approved and a booth space is assigned to you for the Fashion Beauty Expo. This payment is non-refundable. Booth space is limited and availability is subject to change at anytime.

# APPLICATION FORM

## BILLING CALCULATIONS

Wedding Expo Booth Total \$ \_\_\_\_\_  
 Fashion/Secret Treasures Gift Expo \$ \_\_\_\_\_  
 Premium Booth (corner) \$ \_\_\_\_\_ (\$200/corner)  
 Booth Sharing (admin. fee) \$ \_\_\_\_\_ (\$50/corner)  
 Fashion Runway Show \$ \_\_\_\_\_ (\$115/time slot)  
 VIP Waterfall Fashion Runway Show \$ \_\_\_\_\_ (\$500)  
 Early General Tickets \$ \_\_\_\_\_ (\$10/each)  
 Early All Week Admission Tickets \$ \_\_\_\_\_ (\$30/each)  
 Early VIP Tickets \$ \_\_\_\_\_ (\$50/each)  
 Additional Value Add-On(s) \$ \_\_\_\_\_

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**SUBTOTAL** \$ \_\_\_\_\_  
 HST (13%) \$ \_\_\_\_\_  
**TOTAL** \$ \_\_\_\_\_  
 Payment Deposit (50% of total) \$ \_\_\_\_\_  
 Final Balance \$ \_\_\_\_\_

## PAYMENT METHOD

Accepted payments are certified cheque, money order or credit card. Please make all cheques payable to Leap Premier Events Group Inc. There will be \$50 fee for all NSF/returned cheques.

### I am paying by:

Certified Cheque   
  Visa   
  MasterCard   
  Paypal

NAME ON CARD \_\_\_\_\_

CARD NO. \_\_\_\_\_

EXPIRY DATE CSV (3-4 DIGIT SECURITY CODE ON BACK OF CARD) \_\_\_\_\_

BILLING ADDRESS (IF DIFFERENT FROM EXHIBITOR'S INFO) \_\_\_\_\_

CITY \_\_\_\_\_ PROVINCE POSTAL CODE \_\_\_\_\_

My billing address is the same as my exhibitor's info

SIGNATURE \_\_\_\_\_

## Final Balance Deadline: JUNE 25TH 2012

**Early Bird Reduced Rates:** If your exhibitor application is received at the office on or before June 15th 2012, your exhibitor booth fee will be reduced by \$75. *This early bird offer can not be combined with any other offer.*

Should this application/contract be made after June 15, 2012 please attach your PAYMENT IN FULL for the requested exhibit space. Space will not be reserved unless contract is accompanied by an up-to-date cheque or full payment is made otherwise. No monies shall be returned or credited if exhibitor cancels booth/exhibit space or any other order associated with Toronto Beauty Fashion Show.

## AGREEMENT

The undersigned hereby applies for Exhibitor/Booth Space at the Fashion Beauty Expo and understands that this contract shall not become valid until it has been accepted by the Fashion Beauty Expo. The Exhibitor hereby agrees to sign and abide by the Terms & Conditions as stated on Pages 12 to 14 of this document.

EXHIBITOR SIGNATURE \_\_\_\_\_

EXHIBITOR NAME & TITLE (PLEASE PRINT) \_\_\_\_\_

DATE \_\_\_\_\_

SHOW REPRESENTATIVE SIGNATURE \_\_\_\_\_

SHOW REPRESENTATIVE NAME (PLEASE PRINT) \_\_\_\_\_

DATE \_\_\_\_\_

### INTERNAL OFFICE USE ONLY—PLEASE DO NOT WRITE

The applicant has been accepted and exhibit space has been assigned as follows:

Booth No. \_\_\_\_\_  
 Deposit Amount Received \$ \_\_\_\_\_  
 Date Booth Confirmed with Exhibitor: dd\_\_\_\_/mm\_\_\_\_/2012  
 Full Payment Received: dd\_\_\_\_/mm\_\_\_\_/2012  
 Receipt Mailed: dd\_\_\_\_/mm\_\_\_\_/2012

Early Bird Offer:  Yes  No    Date: dd\_\_\_\_/mm\_\_\_\_/2012  
 Deposit Received: dd\_\_\_\_/mm\_\_\_\_/2012  
 Name of Contact Person confirmed with: \_\_\_\_\_

# TERMS & CONDITIONS

Exhibitors are asked to show the utmost respect and consideration for their fellow exhibitors. The terms & conditions set forth below are between Fashion Beauty Expo, (Producer) and the individual, company, entity, organization or association contracting to participate in the event (Exhibitor), which is signing of the attached response form, that the terms & conditions have been read and agreed to. Amendments to this agreement shall be made in writing and signed by both parties. The Event shall refer to Fashion Beauty Expo, which will take place on Saturday November 17 from 11am-8pm and Sunday November 18 from 11am -6pm, 2012 at Downsview Park International. By the signature, the individual signing the following document represents and warrants that he/she is duly authorized to execute this binding contract on behalf of the Exhibitor. The Exhibitor agrees to be bound by the information and terms herein this Agreement and the rules and regulations.

- 1. PAYMENT** Exhibitor will provide a non-refundable 50% deposit, with the signed completed response form. Exhibitor's space is not reserved until this deposit is received. Payment can be made in the form of cheque, money order/certified cheque. The remaining balance will be due 25th of June 2012. All cheques are payable to Leap Premier Events Group Inc. Failure to pay in full will allow the Producer the right to cancel exhibitor's participation and/or release the contracted exhibit space and is free to resell the space.
- 2. COLLECTION FEES** Any Exhibitor that does not meet all financial obligations when due will be responsible for all outstanding debts and any fees (including attorney's fees and/or collection fees, the Producer incurs to recover the debt). There will be a \$50.00 charge for all returned/Non-Sufficient-Funds (NSF) cheques.
- 3. SUB-LETTING** The Exhibitor shall not assign, sublet or apportion in whole or any part the space allocated by the Producer to the Exhibitor, without the express written consent of the Producer. The Exhibitor named on this contract shall be the only company advertised in the assigned booth/exhibit space. The Exhibitor shall not have any third party or have representatives, equipment or materials from any other business other than its own.
- 4. OCCUPANCY OF SPACE** SPACE Set up may begin Friday November 16th at 9am and must be completed by Saturday November 17th at 10am. Tear-down must start on Sunday November 18 by 6:30 pm and completed by Sunday November 18 at 11pm.
- 5. EXHIBIT SPACE ASSIGNMENT/ATTENDEES** Producer will attempt to accommodate the space needs and request of the Exhibitor but can not guarantee specific locations within the event space. Producer reserves the right to relocate space of exhibits which may be affected by a change in the floor plan, or in the interest of optimum traffic control and exhibit exposure. Exhibits shall be arranged to not obstruct the general view or hide the exhibits of others. Plans for special built displays not in accordance with all applicable regulations should be submitted to Producer before construction is ordered. Producer cannot be held liable if competitive exhibitors are adjacent to or opposite each other but effort will be made to allocate space on a basis fair to all exhibitors. Producers' determination with respect to assignment of exhibit space is to be binding on all parties. Exhibitor acknowledges that he/she is not contracting for a specific booth/location, but rather for the right to participate in the Event. The Event makes no representatives or warranties with respect to the demographic nature and/or number of exhibitors and/or attendees. Exhibitor booth display areas will be the size as outlined on the floor plan. Electrical services and furnishings are not included in the Exhibitor booth price or the Fashion Beauty Expo exhibitor rate. The Producer will provide exhibitors with the names of companies who will provide booth furnishing and electrical services. This information will be will be available in advance of the Event.
- 6. EXHIBIT SET-UP** All exhibits must be set up between the hours of the show. No changes to displays can be made during show hours. In the event of an Exhibitor's booth not being open at anytime during show hours, the Producer shall be under no liability to the Exhibitor for any loss or damages which may be caused thereby, or as a result of the booth being opened in that way and then being left unattended. All display equipment and material must be removed prior to the end of the move-out time specified in the exhibitor kit. The Producer at the Exhibitor's risk and expense will remove any material remaining after this time. Exhibitors are advised to have sufficient staff members to assist with the loading and unloading of booth material at the venue. No Exhibitor shall dismantle or remove any part of the display prior to the Event being closed to the public.
- 7. SPACE ARRANGEMENT/DISPLAY OF EXHIBITS/DÉCOR** All displays and decor within an Exhibitor's space must be detailed in advance, for approval, by the Producer. All Exhibitor's displays and decorations shall not deface, damage or be affixed to any fixtures and/or structures on the venue's premises. The Exhibitor may not attach his/her display to walls, structural supports, or flooring in the venue, by nails, screws, bolts, tape, or permanent cement, nor may he/she suspend anything from the ceiling or rafters. No painting of the floor of the premises is permitted. No special effects that inject substances into the air or into the floor of the hall (e.g.. smoke, fog, confetti) are permitted and Exhibitor shall be liable for any fines or damages arising out to such non-compliances. Displays must not protrude beyond the measured booth dimensions, nor obstruct a clear-view of the neighbouring booths, may not be taller than 8ft. high, including signs, and must be free standing. Low side dividers between exhibits should not exceed 36 inches in height. Signs, rails, etc. will not be permitted to intrude into or over aisles. No microphones or loud speakers and only low music that will not disturb or disrupt any other Exhibitor is permitted in booths. Any personal property of Exhibitor's or Exhibitor's representatives or invitees is the sole responsibility of the Exhibitor and neither Producer nor Venue shall not be liable for any loss and damage to any such property of any such reason.
- 8. EVENT ETIQUETTE** All display and promotional literature must be in good taste. The product or service must be presented in a professional manner, no carnival tactics, or side-show type come-ons will be permitted. Any Exhibitor offering food samples must notify the Producer. Orders for products may be taken and merchandise may be sold at a cash retail price subject to Producer approval. Raffles and giveaways/contests may be conducted, but only with the approval of the Producer. If in the opinion of the Producer, an Exhibitor or his servant/agents conducts themselves in an objectionable manner, he/she will be liable, at the sole

- 9. MACHINERY AND NOISE** The Producer has the right to stop the display, demonstration or running of an engine or machine or anything which, by causing vibration, noise, smoke, smell or any of them, may be considered to be a nuisance. The Exhibitor shall at the request of the Producer stop the use of loud speakers, microphones, amplifiers, musical instruments, stereo & video equipment, radios, filming equipment or any of them. The Exhibitor shall not have his/her stand or exhibit or display at the Event any goods of an explosive, inflammable, obscene or noxious nature. The Producer reserves the right to refuse or terminate the exhibit or sale of any article, which the Producer may in their discretion deem unsuitable or objectionable or deceptive to purchasers.
- 10. COMMON SHOW AREAS** All lobbies, corridors, aisle ways, restrooms, food & beverage areas and special assembly rooms will be considered as common show areas to be used for the movement and flow of the public and/or for their entertainment and convenience. No Exhibitor will be permitted to use these areas for the display or distribution of products, services, or their attendant literature.
- 11. EXHIBIT CARE** The exhibit must be attended throughout the Event hours by at least one representative of the Exhibitor. It is the Exhibitor's responsibility to keep his/her area clean and orderly throughout the Event and to ensure that it is ready for opening at the time the Event opens. If the Exhibitor generates excessive trash, the Producer may remove any trash or materials remaining at the close of the Event at the Exhibitor's expense.
- 12. EXHIBIT BUILDING RULES** As sub-tenants, Exhibitors are required to abide by the rules and regulations of the management of the exhibit building/venue. Exhibitor is responsible for any and all property damage to Venue caused by Exhibitor or Exhibitor's guests, staff or representatives under Exhibitor's control. Exhibitor agrees to reimburse Venue directly for any charges related to this property damage.
- 13. OFFICIAL CONTRACTORS** Where an official contractor has been designated by the Producer to perform services for Exhibitors such as rental of furniture, exhibits, electrical work, plumbing, labour, or any other service, no Exhibitor or representative shall contract for such services with other than the said official contractor unless permission has been secured in writing from the Producer.
- 14. PASSES AND BADGES** Exhibitor badges will be issued only to people named on the Exhibitor's application or such other persons as may be approved by the Producer. No free admission passes will be distributed.
- 15. EXHIBIT DISMANTLING** Unless required by the Producer, no Exhibitor shall disassemble or remove any part of his/her display before the show is officially closed. All exhibits must be removed from the venue by 11pm on Sunday, November 18th, 2012. Any materials or equipment remaining after the cut-off time will be removed by the Producer at the Exhibitor's expense.
- 16. CANCELLATION** The Producer must receive all Exhibitor participation cancellations in writing via postal mail. If the Producer does not receive notice of cancellation in writing via postal mail, the Exhibitor will be liable for 100% of the Exhibitor cancellation fee. Exhibitor agrees to pay the following as liquidated damages (and not a penalty) if the Exhibitor cancels its participation. If written notice of cancellation is received on or prior to March 15, 2012 there will be no cancellation fee but the deposit is non-refundable. If written notice of cancellation is received after March 15, 2012 the Exhibitor is liable for 100% of the total Exhibitor Fee. All cancellation fees are payable immediately upon cancellation. If Exhibitor fails to occupy booth space without notice, the Exhibitor is liable for 100% of the total Exhibitor Fee.
- 17. EXCUSED NON-PERFORMANCE** If for any reasons beyond its control, including, but not limited to, strikes, labour disputes, accidents, government requisitions, restrictions or regulations on travel hotel operations, commodities or supplies, acts of war, acts of terrorism, or acts of God, Producer is unable to perform its obligations under this Agreement, such non-performance is excused and Producer may terminate this agreement without further liability of any nature whereupon, Event Producer may retain a portion of Exhibitor's fee to cover expenses. Producer will attempt to reschedule Event but can make no guarantees as to dates or venue availability. In no event shall Producer be liable for any damages whatsoever, including consequential, special or punitive damages of any nature, for any reason as a result of the termination of this agreement as contemplated in this section.
- 18. LICENSE RELATIONSHIP** It is understood and agreed that the Agreement constitutes a non-assignable and privilege only and is not, under any circumstance, intended to constitute a lease or any other conveyance of real property, a partnership, employment agreement or joint venture against the parties/Exhibitors/Sponsors.
- 19. ADVERTISING** Fashion Beauty Expo name may be included in the advertising of the Exhibitor; however, Producer must be informed in advance of the content to be certain it is the interest of the Event as well as the Exhibitor. The Exhibitor grants Producer the right to use the name of the Exhibitor as part of its advertising in so far to say that the Exhibitor is displaying his/her products/services at the Event.
- 20. SECURITY, FIRE, HEALTH & SAFETY** The Exhibitor will assume all responsibility for compliance with local city and provincial safety, fire and health ordinances regarding installation and operation of his/her exhibit. The Exhibitor shall be properly insured for same. Producer will provide security throughout Event hours only. Only fireproof materials shall be used in displays and the necessary fire precautions will be adhered to by the Exhibitor in regard to his/her vehicles. Gas tanks must be dry and gas caps must be taped. Batteries must be disconnected.
- 21. LIABILITY & INSURANCE** Producer shall not, under any circumstances whatsoever, be liable or responsible for a) any loss, damage, theft, or destruction whatsoever or howsoever caused to any goods, equipment or any other property belonging to the Exhibitor or for which the Exhibitor is responsible b) any damage or injury suffered by the Exhibitor or his/her servants or agents or by any other person c) any loss, damage or expense whatsoever suffered by the Exhibitor by reason of chance in date, time or place of the Event or the abandonment of thereof. The Exhibitor shall be liable for all loss, damage, injury, claim costs and expenses



whatsoever or howsoever caused by any person or property in any circumstance whatsoever by the Exhibitor, his/her servants, or agents or the goods, exhibits, fittings, machinery and other property belonging to the Exhibitor for which the Exhibitor is responsible and the Exhibitor hereby agrees to indemnify Producer in respect of a) any such loss, damage, injury, claims, costs expenses as foresaid. The Exhibitor agrees to provide Producer upon request with a certificate of insurance for a minimum of \$1,000,000 General Liability Coverage inclusive of bodily injury and/or property damage for each occurrence the Event and the Venue must be named as additional insured in respect to the operation of the show. Exhibitors wishing to insure their goods must do so at their own expense. Suppliers of the Event/Producer shall have no further obligation or liability to the Exhibitor. Any contractual agreement made between an Exhibitor and the Supplier shall be between those parties and Producer shall not be party thereto nor incur any liability on behalf of any one Exhibitor in such contractual agreements.

**22. ARBITRATION** Any disagreement, dispute, controversy or claim arising out of or relating to this agreement, including but not limited to a dispute about the alleged breach of this agreement, shall be resolved exclusively and finally by arbitration. Any arbitration hereunder shall be held in Toronto, Ontario. The arbitration proceedings will be conducted in accordance with, and pursuant to, the then-current Arbitration Rules of the Canadian Arbitration Association in Ontario Canada. The prevailing party (if a prevailing party is determined to exist by the Arbitrator) in any proceeding or action hereunder shall be entitled to an award of all reasonably legal and expert fees, expenses and other out-of-pocket cost incurred by such a party including any reasonable costs and fees incurred by and payable to the Arbitrator in such proceeding or action. This agreement implies a waiver of jury and litigated trial.

**23. GENERAL** All matters and questions not covered by this show information and Agreement form are subject to the decision of Producer. In addition, Producer shall have full discretion in the interpretation and enforcement of all rules contained herein and the authority to make such amendments thereto, and such further rules and regulations governing the conduct of and participation in the Event as it shall consider necessary for the proper presentation of the Event. The Exhibitor agrees to cease any activity that Producer deems to be a violation of the terms and to follow the directives of Producer. Exhibitors are asked to show the utmost respect and consideration for their fellow exhibitors. The Event staff will be on hand throughout the days of the event. We look forward to a fantastic Fashion Beauty Expo that includes: A Fashion Expo, Runway, International Wedding Expo, Secret Treasures Gift Expo, Invitation Launch Party, VIP Waterfall Fashion Runway, VIP Lounge, Beautiful People Contest and a Casting Call for a Reality Show.-all of this will prove to be beneficial to all exhibitors. Let's all work together to make this event more than just a show! Fashion Beauty Expo organizing team offers our thanks to you in advance for your cooperation and consideration.

By signing below, you agree to all Terms & Conditions of this Fashion Beauty Expo Contract.

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EXHIBITOR SIGNATURE

DATE

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EXHIBITOR NAME & TITLE (PLEASE PRINT)

*You're done! Now to send us your application:*

**Print BOTH pages of the [Application Form](#), the [Terms & Agreement Contract](#), and send along with your support materials to:**

**Leap Premier Events Group**

20 Bay Street, WaterPark Place, 11th Floor, Toronto, ON M5J 2N8

**WHAT HAPPENS NEXT?**

Upon approval, all exhibitors will receive "The Show Kit" by mail. Only exhibitors who have paid in full will receive their kits. A Show Kit includes: Receipt of Payment, Rental Forms (i.e. Tables, Electrical & telecommunication requirements etc. have an extra charge), Promotional Information Forms, Announcement Forms, Exhibitor Passes, Guest Passes, Exhibitor Floor Plan, and Set-up and Take-down information.