

SEPTEMBER 15 & 16, 2009
WTCC – ROOM 200, HALIFAX, NS

Please return completed application along with credit card information or a cheque made payable to Mercury Publications Ltd.,
1740 Wellington Avenue, Winnipeg, MB R3H 0E8 Tel: (204) 954-2085 Fax: (204) 954-2057 Toll Free: 1-800-337-6372

1. Complete this section as you would like it to appear in the Official Show Guide which will be distributed at the show.

Contact Person: _____ Title: _____
 Company: _____
 Address: _____
 City: _____ Prov / State: _____ PostalCode/Zip: _____
 Ph: _____ Toll Free: _____ Fax: _____
 *e-mail: _____ Web Site: _____

*e-mail address will not be published in the showguide, but will be used for show updates and reminders.

2. Please list four booth preferences. Every effort will be made to accommodate Exhibitor preference. Show Management does not guarantee the assignment of specific exhibit space to any exhibitor.

a) _____ b) _____ c) _____ d) _____

3. List the names of the companies you do not wish to be adjacent to or directly across from. (Show Management will make reasonable efforts to separate Exhibitors of like products or services but no guarantee can be given as to such separation.)

4. COST (Exhibit space will be allocated in units indicated on the floor plan)

First Booth:	\$1,195.00	\$ _____
Second Booth:	\$1,135.00	\$ _____
Third Booth:	\$1,065.00	\$ _____
Each Additional Booth:	\$985.00	\$ _____
Surcharge for each corner booth:	\$100.00	\$ _____
	Sub-Total	\$ _____
	GST REG # 103639217RT (Canada only) HST at (13%)	\$ _____
	Total Payable	\$ _____
	50% Deposit Required Immediately	\$ _____
	Balance to be paid before August 10, 2009	\$ _____

**ADVERTISING BONUS & SPONSORSHIP
OPPORTUNITIES AVAILABLE**

5. PAYMENT

Cheque Enclosed ___ or Charge Visa ___ AMEX ___ MC ___
 Card # _____
 Cardholder Name: _____
 Expiry Date: _____
 Amount To Charge Immediately: _____
 Amount To Charge August 10, 2009: _____

6. CANCELLATION FEE SCHEDULE

Before May 1, 2009	25% of booth price
May 2 – July 30, 2009	50% of booth price
July 31 – Sept. 16, 2009	100% of booth price

Note: All requests for cancellation of space must be made in writing.

7. We agree to abide by all rules and regulations governing the exposition as printed on the reverse side hereof and which are a part of this contract. Acceptance of this application by Mercury Publications Ltd. constitutes a contract.

Authorized Signature: _____ Sold by: _____ Date: _____

GENERAL RULES AND REGULATIONS

The Canadian Bar & Beverage Conference & Expo is an industry only tradeshow designed to provide a showcase for goods and services either specifically designed for, or customarily used by all aspects of the bar & beverage industry. As such, the aesthetics and other standards governing the Show must be uniform and of a high level. To that end, Mercury Publications Ltd., its authorized representatives and assignees (hereafter referred to as "Show Management") reserves the right to refuse display space to, and to close the exhibit of, any one whose products, displays, or conduct are not, in the opinion of Show Management, compatible with the general character and objectives of the Show. By submitting an Application, applicant agrees to be governed by the decisions and directions of Show Management, relative to the character and conduct of the exposition.

It should be understood that Show Management's primary concern and objective is to provide a tradeshow which best serves the needs of exhibitors and attendees. Therefore, all decisions concerning categories of Exhibitors, allocation of Show space among such categories, the nature and mix of Exhibitors, and the acceptance or non-acceptance of any application are within the sole discretion of Show Management.

1. Payment and Refunds

Applications submitted must be accompanied by a deposit equal to one half (50%) of the charge for the size and space requested. Applications received without such a payment will not be processed nor will space be assigned. Applications submitted after August 10, 2009 must be accompanied by a full payment. Deposit of payments does not constitute acceptance of application. In the event of cancellation by exhibitor the cancellation policy on the front of this contract shall apply. All cancellation requests must be made in writing.

2. Space and Assignment

Applicant's right to space and to continued use of space during the Show is a right governed solely by the provisions hereof and is not a lease or tenancy, nor shall it be construed as such. Whenever possible, space assignments will be made by Show Management with due regard to the preferences requested by the Exhibitor. Show Management will make reasonable efforts to separate Exhibitors of like products, but no assurance can be given as to such separation. SHOW MANAGEMENT RESERVES THE RIGHT, IN ITS SOLE DISCRETION, TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS AND TO CHANGE ASSIGNMENTS AT ANY TIME.

3. Use of Space

No Exhibitor shall assign or share the space allocated with another firm, person or entity. Exhibitor is not permitted to feature names or advertisements of non-exhibiting firms, distributors or agents in Exhibitor's display, except parent or subsidiary companies.

4. Size and Arrangement of Exhibits

Booths are approximately 8' x 10' unless otherwise indicated in the exhibit space floorplan. Exhibit space will be allocated in units indicated on the exhibit space floorplan.

Standard booths are uniformly constructed with 8' high drape-type backwall (draped panels, flame retardant treated) and 3' high drape sides, supported by aluminum pipe and stanchions. Booths are on carpeted floors.

5. Installation and Removal

Show Management reserves the right to fix the time for installation of each exhibit prior to the Show opening and for removal after the conclusion of the Show.

All rented booth space must be occupied by 6:00 p.m., Monday, September 14, 2009. Any space not visibly claimed and occupied by this time, may be reassigned without refund.

Exhibits are to remain intact for the entire Show and are not to be dismantled prior to the Show closing at 5PM on Wednesday, September 16, 2009. Exhibits are to be removed no later than 10:00 p.m. on Wednesday, September 16, 2009. Show Management is hereby authorized to remove, at Exhibitor's expense, and without liability for loss or damage, any material occupying exhibit space after this time.

6. Operation of Exhibits

Show Management reserves the right to restrict the operation of, or remove completely, any exhibit which, in its opinion, detracts from the general character of the Show as a whole. This includes, but is not limited to, exhibits which, because of amplified sound, noise, lights, method of operation, display of unsuitable or offensive material, smoke, odor or disruptive personnel, are determined by Show Management to be objectionable to the successful conduct of neighboring exhibits. Any exhibitor using recorded or live music will be responsible for applicable licenses, fees and costs of such music.

Exhibits must cease operation, demonstration, or distribution of samples of any kind whenever such action blocks the aisles or in any way handicaps nearby Exhibitors.

All promotional activities as defined by Show Management must be confined to the limits of the Exhibitor's assigned space. Distribution of circulars may be made only within the space assigned to the Exhibitor presenting such materials. No advertising material, slogans, logos, whether in print or on clothing, vehicles, etc., or promotion of any kind is permitted outside the confines of the Exhibitor's assigned space.

The distribution or display of promotional or advertising material in any form, which, in the opinion of Show Management tends to detract from the professional and educational purposes of the Show, is not permitted.

Any advertising, promotional or other scheme that might be construed to be a lottery is prohibited.

Writing and or taking sales orders is permitted and encouraged.

Promotion of any venue or event whose schedule conflicts with the operating hours of the Show is prohibited without the written consent of Show Management.

It may be necessary for the conduct of other exhibits or Show operations to access utility connections in Exhibitor's booth. Exhibitor expressly agrees to permit such access, which may include placing of piping, cable, conduit, ramping, etc. within the Exhibitor's booth.

Exhibitor must have a booth representative present in the exhibit booth and exhibit must be fully operational at all times the Show is open. Booth representatives, including models or demonstrators, must be properly and modestly clothed.

Shopping bags of reasonable size, in reasonable quantity, may be distributed, provided such distribution does not pose a security hazard as determined by Show Management.

Except for marine animals suitable for human consumption, no live animals or insects are permitted.

7. Exhibits and Public Policy

Each Exhibitor is charged with the responsibility for knowledge of and shall comply in all respects with all-applicable laws, ordinances, and regulations while participating in the Show. Compliance with such laws is mandatory for all Exhibitors and the sole responsibility is that of the Exhibitor and Show Management and service contractors have no responsibility for any Exhibitor's compliance.

All electrical appliances must be CSA approved. All equipment and effects must meet applicable safety standards. Unless otherwise authorized by specific individual permit from the Fire Department having local jurisdiction, use of fuels other than electricity is strictly prohibited unless approved by the Fire Department having local jurisdiction.

Photography of individual exhibits is not permitted at the exposition except with the permission from the exhibitor whose booth you wish to photograph, or special written permission from Show Management, or by representatives of the press who are so credentialed by Show Management.

For their own safety and protection children under 19 years of age will not be admitted to the exhibit halls at anytime, this applies to both exhibitors and attendees, and includes all move-in as well as move-out days.

Exhibitors preparing or sampling any foods or consumables must conform to the rules and regulation of the Health Department having local jurisdiction. More detailed Health Department requirements will be included in the Exhibitor's Manual. Food and/or beverage products for distribution must be portioned as sample sizes. Show Management reserves the right to prohibit or restrict cooking and use of foods or beverages in certain exhibit areas.

All sampling and sample sizes shall be in accordance with the policies of Show Management and the Nova Scotia Alcohol & Gaming Authority.

8. Storage of Packing Crates and Materials

Exhibitors will not be permitted to store packing crates or materials in their booth during the Show. These items must be properly marked and stored in the designated storage area during show time.

9. Liability and Insurance

The Exhibitor is responsible for the custody and control of its property while in transit to and from the venue and while it is in the area of the World Trade & Convention Centre. Neither Show Management, its service contractors, World Trade & Convention Centre nor any of the officers, staff members, or directors of any of the same are responsible for the safety of the property of Exhibitors from theft, damage by fire, accident, vandalism or other causes and Exhibitor expressly waives and releases any claims or demands it may have against any of them by reason of any damage to, or loss of, any property of the Exhibitor.

The Exhibitor agrees to defend and hold harmless Show Management, its service contractors, World Trade & Convention Centre, and the officers, staff members, and directors of all of the same from any and all liabilities, claims loss, cost or expense arising by reason of any damage or injury, including death which may arise from the operation of, or in connection with its exhibit.

The Exhibitor agrees to defend and hold harmless Show Management from all liabilities, claims, or expense for any trademark copyright, or patent infringement arising out of the operation or promotion of its exhibit.

Exhibitor, or its agents, shall not injure or deface any property of the building, the booths or the equipment of service contractors or other Exhibitors. When such damage occurs, the Exhibitor is liable to the owner of the property so damaged.

10. Official Show Guide

No additions, changes or deletions will be reflected in the Directory once it has been turned over to the printer for publication. Directory deadline date is August 3, 2009. Show Management reserves the right to edit all printed materials as deemed necessary and assumes no responsibility for errors or omissions.

11. Product Listing Guide

No additions, changes or deletions will be reflected in the Guide once it has been turned over to the printer for publication. Show Management reserves the right to edit all printed materials as deemed necessary and assumes no responsibility for errors or omissions.

12. Events of Default, Remedies, and Cancellation of Show

Any failure of an Exhibitor to make any payment when due hereunder and any failure to comply with any other provision hereof is an Event of Default. Upon the occurrence of an Event of Default, Show Management shall have the right to reassign the exhibitor's booth, including the right to take possession of such space and to reallocate it to another Exhibitor. Inasmuch as damages upon the occurrence of an Event of Default are extremely difficult or impractical to calculate, the parties agree that Show Management shall be entitled to retain as liquidated damages, and not as a penalty, all sums paid by Exhibitor to Show Management. If the show is not held for any reason whatsoever or if the Show commences and is terminated prior to the scheduled closing date, this contract shall be deemed terminated, and Show Management shall refund to the Exhibitor all charges for space paid by the Exhibitor to Show Management, less Show Management's actual incurred expenses.

13. Other Regulations

Any and all matters not specifically covered by the preceding Rules and Regulations, or covered in materials supplied to the Exhibitor in the Exhibitor's Manual, or otherwise, shall be subject to the sole discretion of Show Management. SHOW MANAGEMENT SHALL HAVE FULL POWER TO AUGMENT, INTERPRET, AMEND AND ENFORCE THESE RULES AND REGULATIONS AND TO MAKE ADDITIONAL RULES AND REGULATIONS, PROVIDED ANY AUGMENTATION OR AMENDMENTS, WHEN MADE, ARE BROUGHT TO THE ATTENTION OF EXHIBITORS, EACH EXHIBITOR, FOR ITSELF, ITS EMPLOYEES, AND ITS REPRESENTATIVES, AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND ANY AMENDMENTS OR ADDITIONS THERETO.

14. Instrument a Contract

The Application and these Rules and Regulations, when signed by the parties, constitute a binding contract enforceable under the laws of the Province of Manitoba. Should any rule or provision herein be found invalid by a court of competent jurisdiction, such invalidation shall not affect the enforceability of all other provisions herein. Should any legal action be brought in connection with any of the terms and conditions herein, the prevailing party shall be entitled to its reasonable attorney's fees and costs.