

Exhibit opportunities:

Join us for the ACE2019 trade show and watch your customer list grow.

Your participation at this trade show event provides a cost-effective opportunity for face-to-face sales with current and potential customers from throughout Atlantic Canada. We encourage you to include ACE2019 in your marketing plan and look forward to working with you in Halifax!



What your exhibit booth includes:

- 4 Complimentary exhibit personnel badges per 10' x 10' booth (extra badges available for additional fee)
- Company listing on website and in show guide
- 8' back draping, 3' side draping, carpeting, one 6' skirted table and 2 chairs in in-line booths
- Material handling
- Lunch in the Exhibitors' Lounge
- Show Guide and Show website listings

Additional fees are required for electrical, water and furniture rental.

Visit www.theaceshow.ca to review all the details and the complete list of ACE show Exhibiting Rules & Regulations.

ACE show stats:

The People You'll Meet

Our attendees influence the allocation and spending of millions of dollars on industry products and services. Just take one look at the trade show stats and you will know that these are the customers you need to meet!

Convenient Location

The centralized Halifax location offers both exhibitors & attendees from throughout Atlantic Canada easy access to tremendous networking and business growth opportunities.

95%

Of attendees surveyed either approve or recommend purchases for their company,

Networking Opportunities

Secure new contacts & renew relationships with your existing customers. The ACE show offers networking opportunities with this unique audience of industry professionals.

Effective Results

ACE show attendees are decision-makers and our participants are looking for innovative ideas and solutions to improve their company's productivity and profitability.

INVOICE : THIS COMPLETED DOCUMENT SERVES AS YOUR ACE SHOW APPLICATION, CONTRACT & INVOICE**COMPLETE, SIGN & RETURN WITH PAYMENT TO:**

Hammoud Consulting, 103-287 Lacewood Drive,
Suite 405, Halifax, N.S. B3M 3Y7

ACE (Atlantic Convenience Expo)

Halifax, Nova Scotia | October 22nd, 2019

Company & contact info:

TYPE OR PRINT - information & person to be listed as official ACE2019 contact on-line & on-site.

Company _____
First / Last Name _____
Address _____
City _____
Province _____ Postal Code _____
Phone _____ Fax _____
E-mail _____
Website _____

ADMIN CONTACT - other company contact to receive ACE2019 administrative info (Exhibitor Service Manual, badge registration forms, etc.).

First / Last Name _____
E-mail _____
Phone _____

MEMBERSHIP

☐ ACSA ☐ CCSA ☐ Non-Member

FOOD or BEVERAGE SERVICE on show floor?

Permit is required by Halifax Convention Centre, details Exhibitor Manual.

☐ Yes ☐ No

EXHIBITOR CATEGORIES - check best category, ONE only☐ **BUSINESS EQUIPMENT & SERVICES**

financial / insurance / payment processing / point of sale systems / technology

☐ **BEVERAGE / FOOD-EQUIPMENT, SERVICES & PROGRAMS**

beverages / candy & snacks / food & foodservices / ice

☐ **FACILITY DEVELOPMENT**

canopies / carwash / cleaning & bldg. maintenance / construction & design / lighting / real estate / signage

☐ **FUEL / CHEMICAL**

additives, chemicals, oils / alternative fuel / fuel products / propane

☐ **FUEL EQUIPMENT & SERVICES**

fuel systems / environmental / storage tanks

☐ **GOV'T AGENCY**☐ **MERCHANDISE**

lottery / novelties / pre-paid cards / tobacco / vapor products

☐ **TRUCKS, TRANSPORT & FLEET MANAGEMENT****Exhibit Space Reference:**

Exhibit location assigned upon receipt of full payment - first come, first served. A current floor plan is on-line at www.theaceshow.ca.

Rank order of booth preference:

1. _____ 2. _____ 3. _____ 4. _____

Specific competitors to avoid? _____

Exhibit Type	Before Dec. 14, 2018		After Dec. 14, 2018	
	Member	Non Member	Member	Non Member
Booths				
10' x 10'	\$1800	\$2300	\$2000	\$2500
10' x 20'	\$3600	\$4600	\$4000	\$5000
10' x 30'	\$5400	\$6900	\$6000	\$7500
10' x 40'	\$6800	\$8800	\$7600	\$9600
20' x 20'	\$6800	\$8800	\$7600	\$9600
20' x 30'	\$10 200	\$13 200	\$11 400	\$14 400

EXHIBIT SPACE OPTIONS

Exhibit Type	Quantity	Price Each	Sub-Total
Total Sponsorship Costs			
Sub-Total (Including Exhibit Costs)			
15% HST (R126503937)			
Total Cost (Including Exhibit Costs)			

TOTAL PURCHASE

Payment Information

☐ Check (Payable to Hammoud Consulting) ☐ Mastercard ☐ Visa

Card Number: _____

Exp. Date: _____ 3-Digit Code: _____

Total \$: _____

Cardholder Signature: _____

Exhibitor Company Description

Limit = 25 words or less for use in Premium Listing for the website and Show Guide, as applicable.

ACE Rules and Regulations

The basic concept of ACE (The Atlantic Convenience Expo) 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 ACE rules and regulations will apply to provide each Exhibitor the opportunity to make active use of this space without infringing the rights of other Exhibitors. For the purposes of this trade show contract, the Exhibitor is one and the same as the company

- 1. Management.** In these rules and regulations, "show management" shall mean Hammoud Consulting, its employees, agents, successors, assigns, and any persons appointed, delegated, or hired by Hammoud Consulting to manage any or all aspects of the Atlantic Convenience Expo.
- 2. Payment Terms.** The trade show contract must be paid in full before any Exhibitor is permitted to install its display. If full payment is not made by the payment deadline date indicated on the front page hereof, the company will be deemed to have abandoned its exhibit booth space and will forfeit (i.e. lose) any deposit(s).
- 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 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, Hammoud Consulting, The Halifax Convention Centre (the "facility"), and city in which this exhibition is being held, and their owners, 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 owners, 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, re, goods, 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 always be safeguarded by the company.

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 products 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 at any time to alter or remove exhibits or any part thereof, including printed materials, product, signs, lights or sound, and 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.** All 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 ACSA, b) number of booths requested, c) date application with payment is received by Hammoud Consulting.
- 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 in flammable 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.

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 also 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 Exhibitors 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 ACSA 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 always.
- 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 between 60 and 90 days prior to the show, then it will be liable for 50% of the contracted space costs; if cancellation is done less than 60 days prior to the show, 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, re, 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.** A health and safety policy agreement, obtained from the ACE website, must be signed by an authorized representative of the company and returned to show management along with a signed copy of the trade show contract. The company agrees to comply with 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. Unpaid Space.** Any space not paid in full forty-five (45) days prior to the event shall be deemed cancelled by the Exhibitor and will fall under the provisions of section 24 of this contract.