

EXHIBITOR & SPONSOR OPPORTUNITIES



SIGN EXPO
CANADA

33RD ANNUAL TRADE SHOW
SEPTEMBER 21-22, 2018

Exhibitor move-in September 20, 2018

THE INTERNATIONAL CENTRE
ENTRANCE 5, MISSISSAUGA, ON

sac  **ace**
SIGN ASSOCIATION OF CANADA ASSOCIATION CANADIENNE DE L'ENSEIGNE



CORE PURPOSE

The core purpose of the Sign Association of Canada is to promote the interest of the Canadian sign and graphics industry for the betterment of our members.

MISSION STATEMENT

The mission of the Sign Association of Canada is to contribute to the prosperity of our members by promoting and representing the interests of all stakeholders involved in the sign and graphics industry in Canada.

VISION STATEMENT

The sign industry is renowned for its high standards and professionalism and is well recognized as a credible and desirable career opportunity. The Sign Association of Canada is a valued and critical partner to decision makers in developing sign regulations, standards, bylaws and legislation.

CONTACT US

SAC-ACE
T: 905-856-0000
TF: 1-877-470-9787
E: info@sac-ace.ca
www.sac-ace.ca

ABOUT THE SIGN ASSOCIATION OF CANADA

Since 1955 the Sign Association of Canada (SAC-ACE) has successfully promoted the welfare of the sign industry, improved the status of its members in the community and benefited the users of signs. However, the traditional boundaries of the sign industry have expanded due to the rapidly changing level of technology and the evolution of the commercial marketplace. The Sign Association has recognized these trends and has advanced to partner with related industries and sectors that use, design and manufacture commercial images.

The Sign Association is committed to strategically moving the association forward and serving the needs and interests of our members and stakeholders. This includes strengthened government relations; enhanced member engagement and member value; and ensuring excellence in governance and oversight.

The Sign Association is poised to better lead our industry into the next decade.

ANNUAL TRADE SHOW

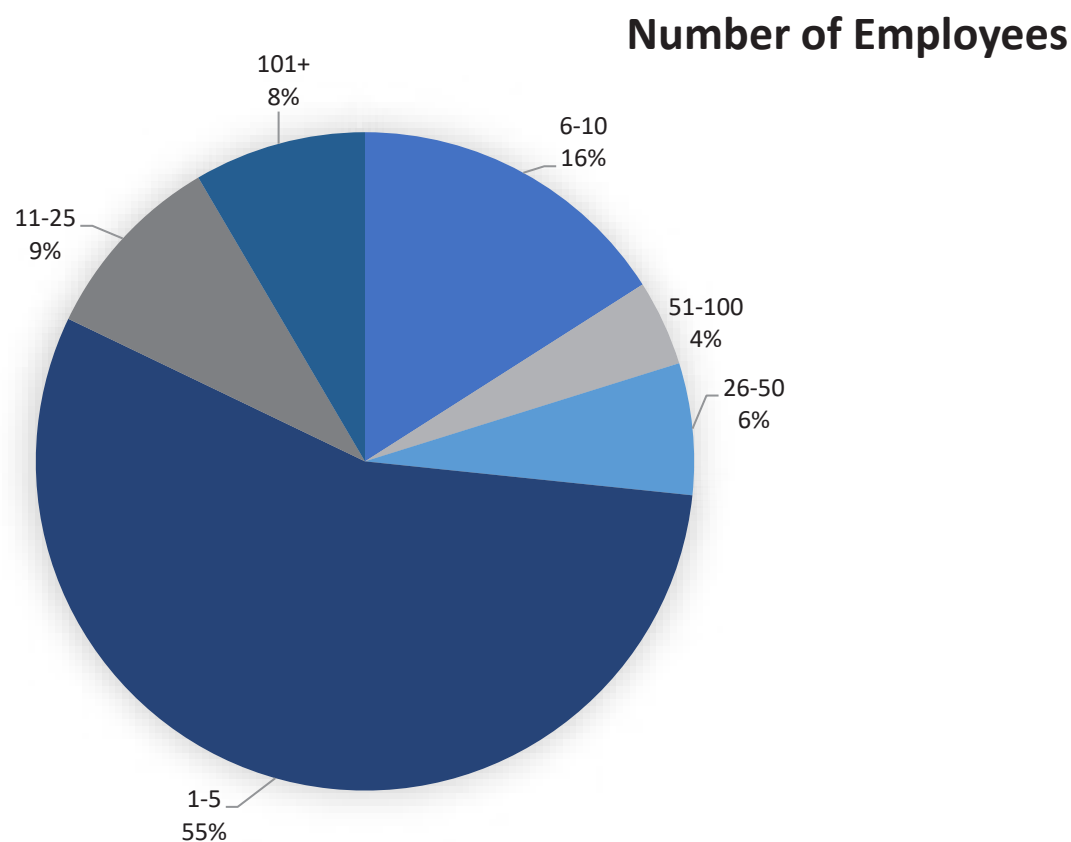
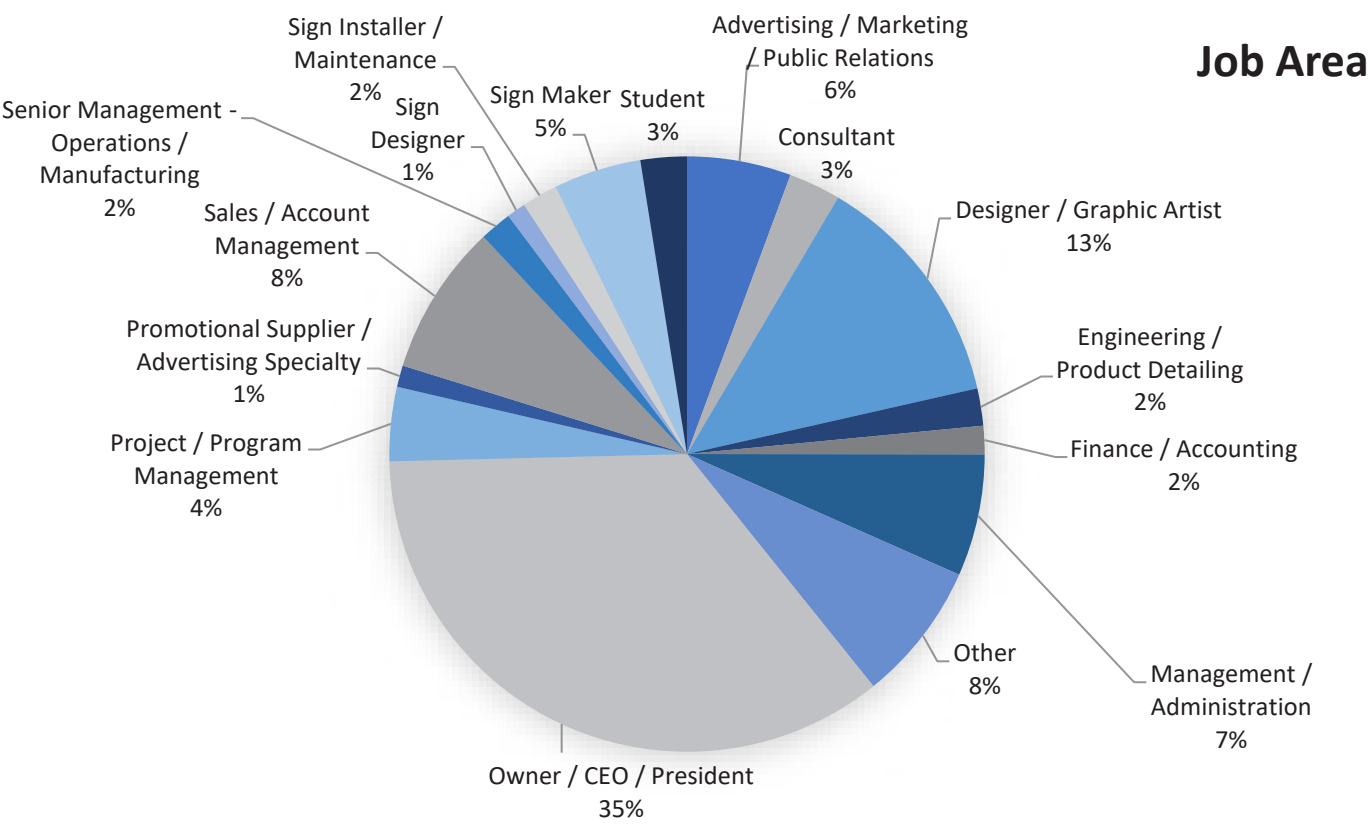
Sign Expo Canada is the Sign Association's National Trade Show that attracts attendees from all over the world to see all of the latest and greatest the Canadian sign industry has to offer. It's where sign manufacturers, suppliers and distributors convene to learn, experience, network and conduct business. In a constantly evolving industry, this event features over 200 booths showcasing the latest industry products, services, equipment, information and technology.

The two-day annual trade show has grown in size, stature and influence since it began in 1985 and today is the event of choice for the industry. In addition to meeting over 125 exhibitors and over 3,000 registered attendees from across Canada and around the world, it allows you the opportunity to attend social and networking events, including the annual Awards Ceremony and Friday Night Event.

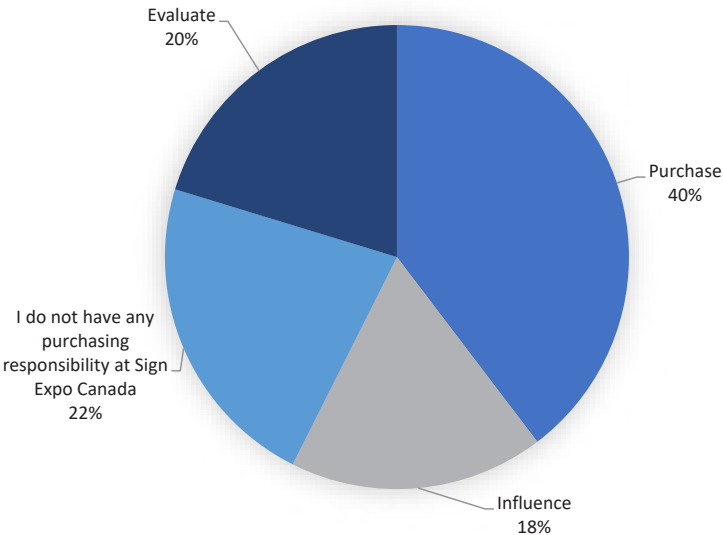
WHY SHOULD YOU PARTICIPATE?

- Build relationships with sign professionals from across Canada
- Showcase your latest innovations, products and services at Canada's premier sign event
- Access 3000+ registered attendees - the majority of whom are key decision makers for their organization
- Expand your company profile through the Show Guide and pre-event online listings on the Sign Association's website
- Unlimited booth staff badges
- Complimentary passes to share with your clients and prospects
- Source new ideas, products, services and information first-hand, under one roof; make a direct impact on your business
- Access additional corporate promotional opportunities through quality sponsorship opportunities, industry recognized competitions and supporting networking events
- Demonstrate your support of the industry and the Sign Association.

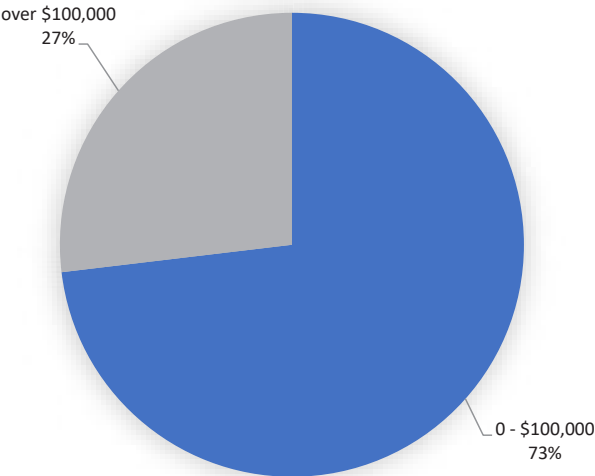
Sign Expo Canada 2017 Attendee Profile*



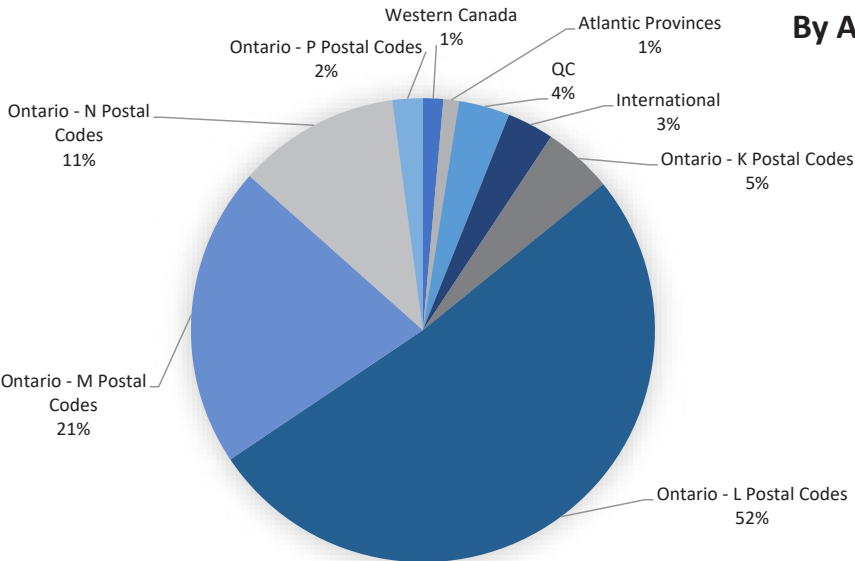
Purchasing Responsibility



Budget



By Area



SIGN EXPO 2018 EXHIBITOR CONTRACT

EXHIBITOR INFORMATION

CONTACT FULL NAME		POSITION	
COMPANY NAME			
ADDRESS			
CITY		PROVINCE	POSTAL CODE
COUNTRY	EMAIL	WEBSITE	
TELEPHONE	TOLL FREE TEL		FAX

Customize your package: please contact the SAC-ACE office at 1.877.470.9787 x 2

Booth Option 1	Booth Option 2
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Early Rates apply October 25 - December 31, 2017. Regular Rates apply January 1 - June 30, 2018. Late Rates apply as of July 1, 2018. The office must receive the signed contract with payment by the cut off dates in order for the exhibitor to receive that fee. Otherwise the next fee level will apply.

Booth fees include: standard pipe and drape.	EARLY RATES	REGULAR RATES	LATE RATES	Booth Rental
Standard Booth - 10' x 10'	___ x \$2200 (member)* ___ x \$3700 (non-member)	___ x \$2352 (member)* ___ x \$3852 (non-member)	___ x \$2530 (member)* ___ x \$4030 (non-member)	
Oversized Equipment or Indoor Truck Display (in conjunction with a minimum of Standard Booth)	___ x \$19/nsf (member)* ___ x \$20/nst (non-member)	___ x \$20/nsf (member)* ___ x \$22/nst (non-member)	___ x \$21/nsf (member)* ___ x \$23/nst (non-member)	
External/Outdoor Space (in conjunction with a minimum of 1 standard interior booth) (for exclusivity please contact us) * Member discounts only apply to exhibitors who pay the full annual member fee.	___ x \$4/nsf (member only) ___ x \$6/nst (non-member)	___ x \$5/nsf (member only) ___ x \$7/nsf (non-member)	___ x \$6/nsf (member only) ___ x \$8/nsf (non-member)	
Please note that volume rate discounts apply only to Standard Booth space. 8-15 booths - 6% discount 16+ booths - 12% discount				Less Volume Discount
Plus Conference Tote Bag Insert: 8 1/2 x 11 insert, \$400; Branded "give-away items" or Catalogue \$500				Plus Conference Bag Insert
				SUB-TOTAL
HST #124924564				Plus 13% HST
35% deposit must accompany your application				TOTAL AMOUNT DUE

☐ I will bring a vehicle as part of my exhibit. ☐ I will bring heavy and/or large equipment as part of my exhibit.

If this application is accepted, the Exhibitor agrees to be bound by the Terms and Conditions set forth in the Exhibitor Prospectus and Exhibitor Manual. The undersigned is fully authorized to commit the Exhibitor to the terms of this Contract.	Signature	Date
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Cancellation Policy: Cancellations received in writing between **October 25, 2017** and **December 31, 2017** are subject to a cancellation fee of 10% of the total contracted amount. Cancellations between **January 1, 2018** and **June 30, 2018** will be subject to a cancellation fee of 50% of the total contracted amount. There are no refunds for cancellations after **July 1, 2018**.

Payment Schedule: 35% due with application, additional 35% due on or before March 31, final 30% due on or before July 1.

☐ Post-dated cheques enclosed (payable to *Sign Association of Canada*), in accordance with the above Payment Schedule.

I authorize payments by ☐ Visa ☐ MasterCard ☐ AMEX, in accordance with the above Payment Schedule.

CARD NUMBER	NAME ON CARD
EXPIRY	CARDHOLDER SIGNATURE

☐ I authorize the office to bill the credit card noted above for the deposit dates of 35% upon booking.

Complete form and send with payment to: Attention: Sign Association of Canada
1 Yonge Street, Suite 1801, Toronto, ON M5E 1W7 • 1-877-470-9787 x 109 • Fax: 1-866-863-7725 • info@sac-ace.ca

EXHIBIT REGULATIONS

For any questions or concerns regarding your booth design and/or construction please contact Show Management before you begin construction.

Exhibitors are required to exercise care so that their displays do not obstruct the visibility of adjacent exhibits. All Exhibitors are entitled to reasonable sight lines from the aisle, regardless of the size of exhibit. All Exhibitors must comply with the booth guidelines presented. Displays must be confined to the Exhibitor's contracted booth space and must not obstruct the clear view and accessibility of nearby exhibitors, fire apparatus, exits or service corridors. Portable signs exceeding four feet in height must be placed at least five feet back from the front of the booth. All display racks, printers and their output must be confined to the Booth space and not spill out into the aisle.

There is no height limitation for equipment on display, provided such equipment is self-supporting and free standing. **Show Management must be informed of any heavy or large equipment or vehicles.** It is the responsibility of the Exhibitor to inform Show Management. Otherwise, the Exhibitor may be denied access to the show floor. Exhibitors bringing in large or heavy equipment must adhere to the show Move-In/Move-Out schedule.

THERE ARE RESTRICTIONS WITH RESPECT TO HEIGHT, AS FOLLOWS:

Standard or Linear Booth

Standard or Linear Booths are arranged in a straight line and have neighbouring exhibitors on their immediate right and left, leaving only one side exposed to the aisle. Standard or Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep. The maximum height of 8ft (2.44m) is allowed only in the rear half of the Booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. The maximum back wall height is 8ft (2.44m), including signage.

Corner Booth

A Linear Booth is at the end of a series of Linear Booths with exposure to intersecting aisles on two sides. All other guidelines for Linear Booths apply.

End-cap Booth

An End-cap Booth is exposed to the aisles on three sides and is comprised of two Booths. End-cap Booths are generally 10ft (3.05m) deep by 20ft (6.10m) wide. The maximum back wall height of 8ft (2.44m) is allowed in the rear half of the Booth space and within 5ft (1.52m) of the two side aisles, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle.

Perimeter Booth

A Perimeter Booth is a Linear Booth that backs on to an outside wall of the exhibit facility rather than to another exhibit. All guidelines for Linear Booths apply to Perimeter Booths except that the maximum back wall height is 12ft (3.66m), including signage.

Peninsula Booth

A Peninsula Booth is exposed to aisles on three sides, and comprised of a minimum of four booths. There are two types of Peninsula Booths: (s) one which backs to Linear Booths, and (b) one which backs to another Peninsula Booth. A Peninsula Booth is usually 20ft by 20ft (6.10m by 6.10m) or larger.

- (a) When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to 4ft (1.22m) high within 5ft (1.52m) of each aisle, permitting adequate line of sight for the adjoining Linear Booths.
- (b) The entire cubic content of this Booth may be used, up to the maximum allowable height of 16ft (4.88m), including signage.

Island Booths

An Island Booth is any size Booth exposed to aisles on all four sides. It is typically 20ft by 20ft (6.10m by 6.10m) or larger. The entire cubic content of the space may be used up to the maximum allowable height of 16ft (4.88m), including signage.

These regulations will be enforced at Sign Expo Canada 2018, so please review this information thoroughly and ensure that you inform all parties involved, as you will be required to modify your exhibit space if it does not comply with the regulations. Please refer to the website and exhibitor information manual for diagrams of the different types of booth design. Please note the hall ceiling height restrictions on the floor plan.

Exhibitor Name: _____ Position: _____

Company Name: _____

Exhibitor Signature: _____ Date: _____

TERMS AND CONDITIONS

Sign Expo Canada 2018 * SEPTEMBER 21-22, 2018 * The International Centre - Entrance 5, Mississauga, ON
By registering for Sign Expo Canada 2018, the Exhibitor agrees with the following Terms and Conditions. Acceptance of the Contract by Sign Association of Canada (SAC) creates a legally binding document between SAC and the Exhibitor.

1. In these Terms and Conditions, the following words shall have the following meaning:

a. The term 'Exhibitor' means any Company, Organization, Partnership, Firm or individual to whom space has been allocated for the purpose of exhibiting and who is responsible for appointing an employees, servants or agents to coordinate the Exhibitor's participation (Booth contact). An 'Exhibitor' is an applicant that has been accepted for participation in the Trade Show by SAC. Upon acceptance, the Exhibitor contract shall create a legally binding Contract between SAC and the Exhibitor.

b. The term 'Trade Show' means Sign Expo Canada 2018.

c. The term 'Contract' means the Contract for Exhibition Space entered into between SAC and the Exhibitor, which incorporates these Terms and Conditions.

d. The term 'SAC' shall include all employees, servants and agents of SAC, organizers of Sign Expo Canada 2018 Trade Show.

e. The term 'Exhibit facility' means The International Centre, Mississauga, ON.

f. The term 'Official supplier' means any supplier or contractor appointed by SAC or the Exhibit facility to provide services or products to the exhibitors on exclusive or non-exclusive basis.

g. The term 'Exhibit space/booth/booth area' means the contracted space as specified on the Exhibitor Contract.

h. The term 'Show floor' means the space in the Exhibit facility where Sign Expo Canada 2018 Trade Show is taking place.

i. The term 'Booth contact' means any employee, servant or agent appointed by the Exhibitor to coordinate the Exhibitor's participation at the Trade Show.

2. The Exhibitor shall comply with all rules and regulations of the Exhibit facility and agrees that SAC's decision to adopt and enforce any such rule or regulation shall be final and binding. All rules and regulations established by SAC will be specified in the Exhibitor Manual distributed to the Booth contact provided in the Exhibitor Contract, prior to show dates.

3. SAC reserves the right to cancel this Contract and to withhold possession of the space or to expel the Exhibitor there from if the Exhibitor fails to comply with any terms and conditions of this Contract, with those outlined in the Exhibitor Manual or the show rules and regulations, in which case the Exhibitor shall forfeit as liquidated damages all payments made pursuant to this Contract, all without limiting SAC's other rights and remedies at law under this Contract as a result of such failure to comply. SAC shall not be responsible to the Exhibitor for any losses (including consequential losses), costs or expenses which may be brought against or suffered or incurred by the Exhibitor as a result of such cancellation.

4. The Exhibitor shall indemnify and hold SAC harmless from and against any loss, injury or damages whatsoever suffered by SAC as a result of the Exhibitor's failure to comply with the terms and conditions of this Contract or as a result of the Exhibitor's participation in the show including without limitation any claims for loss or theft of property, pilferage, personal

injury, or loss of business or profits, whether arising from any act of SAC, any other Exhibitor, the Exhibit facility, attendees of the show and their respective director, officers, agents and employees. In addition, each Exhibitor is required to indemnify and hold the Exhibit facility harmless from all liability (damage or accident) which might ensue from any cause resulting from or connected with transportation, placing, removal or display of exhibits.

5. Cancellations received in writing between **October 25, 2017 and December 31, 2017** are subject to a cancellation fee of 10% of the total contracted amount. Cancellations between **January 1, 2018 and June 30th, 2018** will be subject to a cancellation fee of 50% of the total contracted amount. There are no refunds for cancellations after **July 1, 2018**. All cancellations are based on the originally contracted Booth space at the assignment date. If the balance is not received in a timely manner the Exhibitor/Company will be liable to SAC for the full balance of payment on the space agreed upon by the contracted Company and/or Exhibitor. In the event that the Company/Exhibitor fails to comply with the payment schedule, SAC reserves the right to consider the Company/Exhibitor to have canceled the contracted booth space and will uphold the cancellation policy.

6. SAC has the right to cancel the Trade Show for any reason and shall not be liable for any losses (including consequential losses), costs or expenses which may be brought against or suffered or incurred by the Exhibitor by reason of any such changes or cancellation, other than to refund in full of any amounts paid by the Exhibitor to SAC.

7. The Exhibitor is responsible for compliance with all applicable laws, bylaws, ordinances, regulations, requirements, codes and standards, including those with respect to fire, safety, health and environmental matters and shall ensure that all equipment, materials and goods used by the Exhibitor so comply.

8. SAC reserves the right to alter or change the space assigned to the Exhibitor. SAC further reserves the right, at its sole discretion to change the date upon which the show is held.

9. The Exhibitor shall not assign this contract or sublet, share or apportion the assigned exhibit space or any part thereof or permit same to be used by any other than the registered organization without the prior written consent of SAC. Any attempt to do so is null and void and will result in immediate cancellation of this Contract and the forfeiture of any amounts paid by the Exhibitor to SAC.

10. Access to the Show floor for move-in and move-out is strictly limited to Exhibitors wearing Exhibitor badges issued by SAC. No other form of identification will be accepted. Badges are not transferable. SAC reserves the right to withdraw any badge issued to any Exhibitor, if complaints have been received regarding his or her conduct.

11. At all times during the show hours, the booth should be staffed by competent personnel. The Exhibitor must provide at least one staff per booth during show hours. Furthermore, access to education sessions

and networking events is not included in the Exhibitor Contract or exhibitor badge registration.

12. Exhibitor's display must comply with all requirements of SAC including booth exhibit regulations and height restrictions. SAC will require the Exhibitor to modify their exhibit if it does not comply with the exhibit regulations.

13. It is the Exhibitor's responsibility to order and pay for carpeting or other floor covering for their Booth space.

14. The Exhibitor must adhere to the Show schedule. Move-in of the exhibits will take place on **Thursday, September 20, 2018**. No heavy items such as crates or exhibits requiring the use of dollies, fork lifts, loading docks or freight elevators, are allowed on **Friday, September 21, 2018 prior to the show**. If the use of the loading docks or freight elevators is required upon approval from SAC any expenses associated with such use will be the responsibility of the exhibitor. The booth must be ready and all the installations completed by **9:00 am on Friday, September 21, 2018**. In the case that the Exhibitor fails to open the booth or uncover the exhibit, SAC may arrange for the booth to be removed and the Exhibitor shall be liable for any expenses that may be incurred. SAC will not be liable for any losses, direct or consequential, sustained by the Exhibitor as a result of this action. No material may be removed from the show floor while the show is in progress. Exhibitors must not dismantle their booth before **4 p.m. on Saturday, September 22, 2018**. Failure to comply with this requirement could result in forfeiting the right to exhibit in future years. Exhibitor agrees to remove the exhibit, equipment and appurtenances from the Show floor by the final move-out time set forth in the Exhibitor Manual. If the Exhibitor fails to do so, Exhibitor agrees to pay for such additional costs as may be incurred by SAC or the Exhibit facility to remove and/or store any such items.

15. All activities conducted by an Exhibitor, including the output from printers, must be confined to the booth area only. During move-in and set-up, Exhibitors should verify that the output from printers is confined to inside their booth area only. Printer output is not permitted to exceed booth area limitations and infringe upon aisle space.

16. SAC reserves the right at any time to alter or remove exhibits or any part thereof including printed material, products, signs, entertainment, lights or sound and to expel Exhibitors or their personnel if, in SAC's opinion, their conduct or presentation is objectionable to SAC or to other show participants. In addition, the Exhibitor agrees to limit the distribution of promotional material or products to their exhibit space. Exhibitors, their agents, representatives or associates are under no circumstances allowed to distribute promotional material or products on the show floor to attendees or other Exhibitors, unless an approval has been obtained from SAC. SAC reserves the right to stop any activity on the part of the Exhibitor conducted outside of the contracted exhibit space. Any hospitality or entertainment format activity provided by the Exhibitor should be

TERMS AND CONDITIONS (continued)

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By registering for Sign Expo Canada 2018, the Exhibitor agrees with the following Terms and Conditions. Acceptance of the Contract by Sign Association of Canada (SAC) creates a legally binding document between SAC and the Exhibitor.

17. Exhibitor agrees to not sell or permit the sale of any concessionable items in the Exhibit facility.

18. The Exhibitor Contract fees are for the booth space only. It does not include any booth material such as carpet covering of the exhibit space, exhibit rental (modular or display), furniture, equipment, electrical, internet, or any other accessories or services, unless specifically indicated in the exhibitor prospectus.

19. Exhibitor shall appoint a Booth contact which will be in receipt of all important exhibitor information prior to the Trade Show including but not limited to the Exhibitor Manual, exhibitor updates, alerts, changes, floor plans and forms. Should the Booth contact change at any point, it is the responsibility of the Exhibitor to advise SAC of such change. SAC is not liable for any losses (direct or consequential), costs or expenses which may be brought against or suffered or incurred by the Exhibitor as a result of failing to report this change of contact.

20. The receipt of the Exhibitor Contract with or without payment does not automatically constitute acceptance to exhibit. In order to exhibit, the Exhibitor Contract and the payment must be received and processed. Exhibitors that do not submit their deposit will not be considered registered until the deposit amount is paid in full. Should the Trade Show be sold out, the Exhibitor whose payment has not been received and processed will be placed on the waitlist. The 2018 Exhibitor Early Bird pricing applies to those applications received and paid according to the Payment Schedule. Applications that do not comply with this requirement will not receive the discounted pricing.

21. Exhibitor listing will be published electronically and distributed to the Trade Show attendees. SAC does not accept responsibility for any omissions, misquotations or any other errors which may occur in the compilation of this publication.

22. The Exhibitor is responsible for the placement and cost of insurance relating to its participation in the show. The Exhibitor shall carry Commercial General Liability Insurance against claims for personal injury, death or property damage incident to, in an amount of \$5 million per occurrence and/or a minimum limit of \$2 million for vehicles per occurrence with SAC and the Exhibit facility as additional insured to the policy with respect to the liability arising out of or in any way connected to the Exhibitor's participation in the Trade Show. The Exhibitor agrees to furnish immediately to SAC, upon request, certificates of insurance pertaining to all policies of insurance carried by the Exhibitor together with satisfactory evidence from the insurers of the continuation of such policies. If the Exhibitor fails to comply with any of the foregoing, in addition to any other rights or remedies available to SAC at law or under this Contract, SAC shall have the right to take possession of the display space for such purposes as it sees fit and the Exhibitor will be held liable for the full contract price for the said space. The Exhibitor understands that neither SAC, the Exhibit facility or the Official Supplier maintain insurance covering

the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

23. Use of an Exhibitor Appointed Contractor (EAC) is subject to approval by SAC. Should the Exhibitor require a non-official contractor (other than those specified in the Exhibitor Manual) for the set up, configuration or décor of the exhibit space, Exhibitor agrees to provide SAC with the name of the organization that is to perform the above mentioned activity and the number of workers no less than 30 days prior the start of the Trade Show. EACs (Exhibitor Appointed Contractors) must carry commercial liability insurance of \$5 million per occurrence with SAC, the Exhibit facility and the City of Mississauga as additional insured to the policy with respect to the liability arising out of the operations conducted during their presence on the tradeshow floor. In addition, the EAC must also be able to provide SAC with a certificate of insurance upon request. The Exhibitor agrees to indemnify and hold SAC and the Exhibit facility harmless from and against any and all claims, demands, damages and expenses including any claims or liability for compensation under the Workplace Safety and Insurance Act (WSIA) and other laws arising out of injuries, sustained by any employee, or any contractor or sub-contractor of the Exhibitor, together with attorney's fees incurred by any lawsuits related to any personal injuries or death. Note that certain services are considered exclusive to the exhibit facility and as such only these contractors may be used. The EACs must comply with the Trade Show schedule times outlined in the Exhibitor Manual and carry SAC issued badge identification to be allowed access on the show floor for move-in and move-out only.

24. SAC will take photographs and video and may use any such material for news or promotional purposes whether in print, electronic, or any other media, including the SAC website. By participating in the Trade Show, Exhibitor grants SAC the right to use Exhibitor's name and photograph/video for such purposes. Exhibitor waives the right to inspect or approve the finished product in any format. In addition, all rights to royalties or other compensation arising or related to use of photographs/video are waived by the Exhibitor.

25. Each Exhibitor is responsible for obtaining all necessary licenses and permits to use any copyrighted material in their booth. The Exhibitor shall remain liable for and shall indemnify and hold SAC and its officers, representatives and employees harmless from all claims, suits, damages liability, expenses and costs, arising from or out of violation or infringement by the Exhibitor, Exhibitor's representatives, employees of any patent, copyright, trademark or trade secret rights or privileges.

26. Exhibit space is to be returned by the Exhibitor in the same condition as it was handed over. No nails, screws or any other fixtures may be driven into any part of the contracted exhibit space including the floors. In the case of any damage including the structure, floor, cable, ducts, etc. or alterations such as paint or any other permanent covering, it shall

be repaired or restored to its initial condition at the Exhibitor's expense.

27. Per the Personal Information Protection and Electronic Documents Act (P.I.P.E.D.A.) the Exhibitor hereby extends permission for the SAC to collect, maintain, and use Exhibitor's information for the purposes of:

a) Contacting Exhibitor by mail, fax, telephone or e-mail concerning any matter associated with the Trade Show, or future Trade Shows
b) Maintaining internal records related to the Trade Show
c) Disclosing of Exhibitor's information to third parties for:

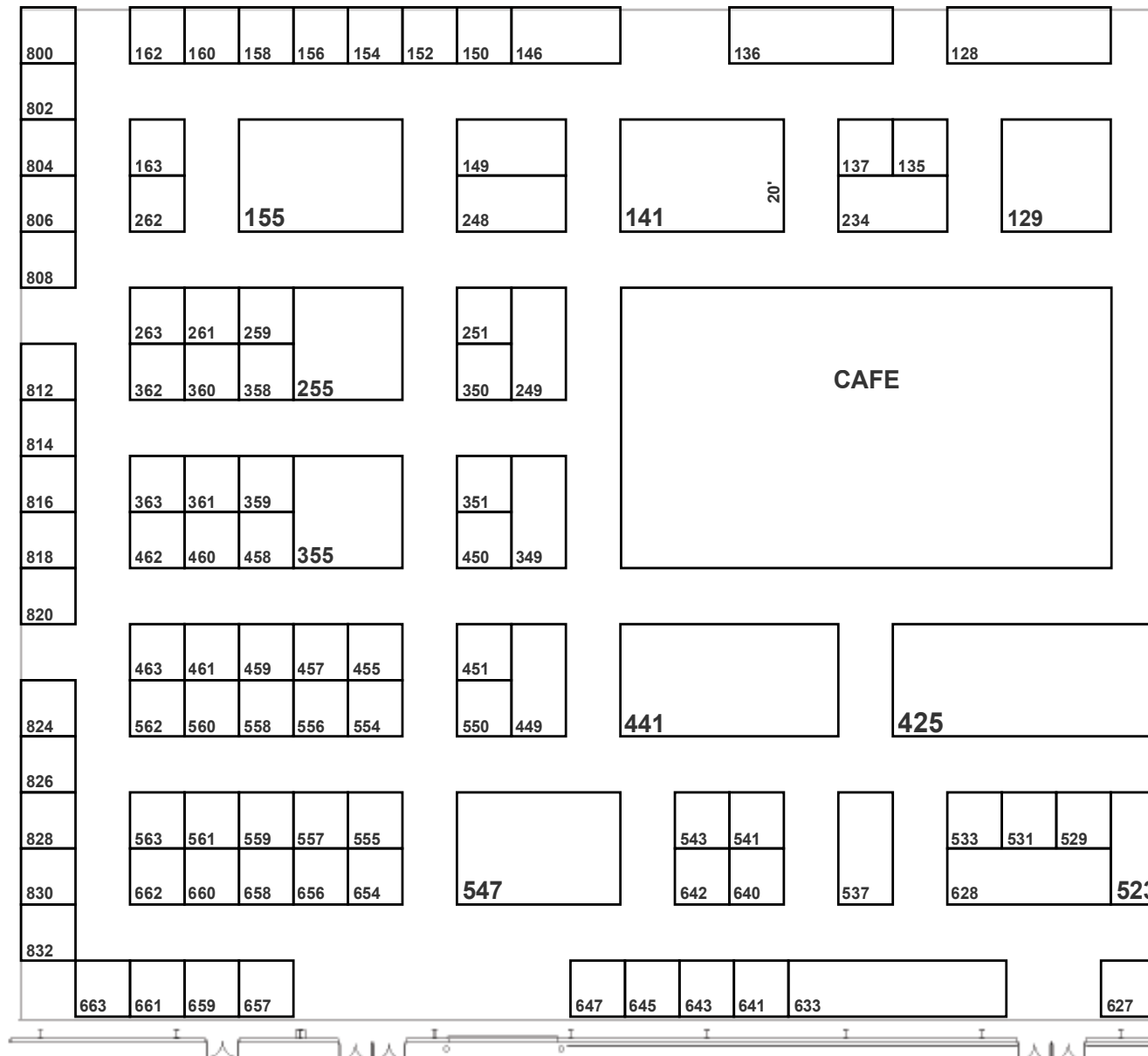
i. Establishing and processing billing arrangements and payments
ii. Providing the information to Official suppliers and the Exhibit facility
iii. And for any other purpose which may be deemed necessary by SAC. SAC is committed to protecting Exhibitor's information from unauthorized use and access while such information is in SAC's care, and when such information is disclosed to third parties, in accordance with the SAC's policy. The Exhibitor, upon signing this Contract, acknowledges and consents to the collection, use and disclosure of Exhibitor's information by the SAC and by third parties in accordance with the provisions outlined herein.

28. Each Exhibitor warrants that its booth design and use of space will be in compliance with the Accessibility for Ontarians with Disabilities Act (AODA). The Exhibitor shall indemnify and hold SAC its directors, employees, representatives, harmless from and against all claims, including attorney's fees, and litigation expenses, that may be incurred on the basis of the Exhibitor's breach or non-compliance of any provisions of the above mentioned laws, bylaws, ordinances, regulations, requirements, codes and standards.

29. Any changes additions, alterations, or deletions made to this Contract by any person, organization, company, or corporation, without the express written agreement from SAC, are prohibited and shall be null and void, and when such information is disclosed to third parties, in accordance with the SAC's policy. The Exhibitor, upon signing this Contract, acknowledge and consents to the collection, use and disclosure of the Exhibitor's information by the SAC and by third parties in accordance with the provisions outlined herein.



SIGN EXPO CANADA

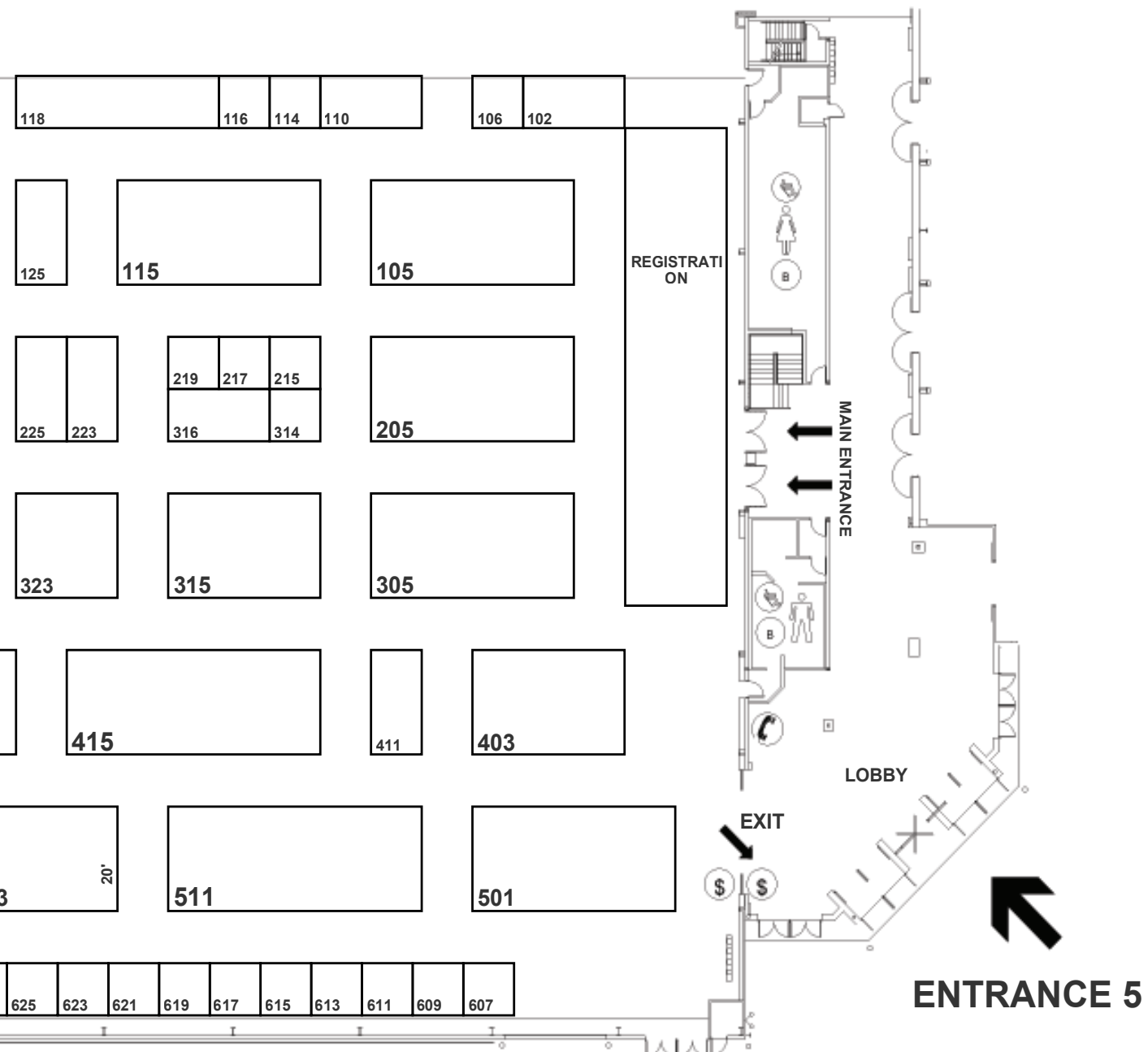


Sign Expo Canada 2018

September 21-22, 2018

International Centre, Hall 5

As of March 15, 2018



Sponsor Opportunities

Become a Sponsor - generate new business and enhance your company's profile with key decision makers!

When you are a year round Premium or Corporate Sponsor, or a sponsor at Sign Expo Canada you are enhancing your corporate profile and creating a stronger visible presence at Canada's largest industry event — not to mention demonstrating your support of the sign industry and the Sign Association of Canada.

Being a Premium or Corporate Sponsor is about building relationships with Sign Association members and trade show registrants, and promoting your brand and products.

We work with our corporate supporters to ensure there are a variety of opportunities to help them make their mark. In addition to the opportunities presented, we welcome additional sponsorship suggestions and requests.

Sponsors will be recognized based on the level of sponsorship and presented in alphabetical order. The size and position of the logo will be determined by the level of sponsorship.

Current year sponsors have first right of refusal to sponsor the same item at next year's event.

For more information about being a sponsor, please contact us at info@sac-ace.ca or by telephone 1-877-470-9787 x 110.

2018 Sponsor Opportunities

Year Round Sponsor Opportunities

The Sign Association of Canada is offering two year round sponsor opportunities allow you to be front of mind not just at Sign Expo Canada but also throughout the year! (Jan 1 - Dec 31, 2018)

	Premier Corporate Sponsor	Corporate Sponsor
	\$20,000 (Exclusive)	\$15,000 (2 opportunities)
Targeted mailings to the SAC mailing list	2	1
Customized webinars (open to SAC members and non-members)	2	1
Corporate recognition on all SAC member communications	✓	✓
1 year membership to SAC National	✓	✓
Acknowledgement in SAC social media and Sign Media	✓	✓
Benefits and Annual Corporate Sponsorship Recognition at Sign Expo Canada: <ul style="list-style-type: none"> • Logo and/or corporate recognition: <ul style="list-style-type: none"> - Signage in the feature area of the Trade Show - All sponsorship signage - Marketing materials - SAC website visibility with a link to corporate site until Jan 31, 2019 - Official Sign Expo Canada 2018 Show Guide - SAC HUB booth • "Annual Corporate Sponsor" ribbon on representative badges • Booth photos to use for promotional purposes • 1 foursome (golf + dinner) or alternate event • 1 VIP table (8 seats) to the Friday Night Event • Brochure in the Sign Expo Canada tote bag 	✓	✓
Visibility at the Cross-Canada Roadshow (7 regions)	✓	
Floor graphics at the entrance of the Trade Show (supplied, applied and removed by sponsor *)	✓	
Choice of either Sign Expo Canada Hotel Key cards or Sign Expo Canada refreshment breaks (2 per day; includes sponsor supplied branded coffee cups*)		✓
Corporate branding on SAC research products	✓	

*All graphics and signage that are part of the sponsorship must have final approval by the Sign Association and Show Management. The sponsor as required will provide materials and/or apply and disassemble the graphics according to the schedule determined by the Sign Association and Show Management.

The Sign Association and Show Management also reserves the right to determine the location of all graphics.

Sign Expo Canada Sponsor Opportunities

The Sign Association of Canada offers multiple sponsorship opportunities to enable you to expand your corporate profile during Sign Expo Canada - the National Sign & Graphic Tradeshow.

Platinum Level

(Exclusive)

Exclusive brand recognition on the Trade Show entrance signage
Logo and corporate recognition:

- Signage in feature area of the Trade Show floor
- All sponsorship signage
- Marketing materials
- SAC-ACE website with a link to your corporate site (until Jan 31, 2019)
- The official Sign Expo Canada 2018 Show Guide

Sponsor ribbons on company representative name badges
Acknowledgement in SAC social media and Sign Media magazine
Photos of your booth that can be used for your promotional purposes
1VIP table (8 seats) to the Friday Night Event where award winners are announced
Sponsor recognition at the Friday Night Event
1 foursome (golf + dinner) or alternate event
1 year membership to SAC National
Free brochure insert in the Tote Bag - 3,000 units required – Sponsor supplied*
2 sets of front door graphics* (Sponsor responsible for supplying, applying and removing graphics)

\$10,000
plus graphics*

Gold Sponsor

Café

(Exclusive)

Exclusive brand recognition in the centre of the Trade Show Floor
Logo and corporate recognition:

- Themed table-top signage (provided by the sponsor)*
- Optional themed floor graphics (provided by the sponsor)*
- Hanging banner over the Café (provided by the sponsor)*
- All sponsorship signage and marketing materials
- SAC-ACE website with a link to your corporate site (until Jan 31, 2019)
- The official Sign Expo Canada 2018 Show Guide

All rights to decorate the Café in keeping with the branded them (must have final approval from Show Management. Some decor may be provided by the sponsor)*
Acknowledgement in SAC social media
Sponsor ribbons on company representative name badges
Free brochure insert in the Tote Bag - 3,000 units required – Sponsor supplied*
6 complimentary tickets to the Friday Night Event where award winners are announced
Sponsor recognition at the Friday Night Event

\$6,000
plus graphics and Café enhancements*

Signage Design and Printing

Multiple opportunities available.
NOTE: The final sponsor level will be determined based on the value of the in kind contribution

Logo and corporate recognition:

- All signage printed
- All sponsorship signage
- Marketing materials
- SAC-ACE website with a link to your corporate site (until Jan 31, 2019)
- The official Sign Expo Canada 2018 Show Guide

Acknowledgement in SAC social media engagement
Sponsor ribbons on company representative name badges
Complimentary tickets to the Friday Night Event where award winners are announced (dependent on value of contribution)
Sponsor recognition at the Friday Night Event
Free brochure insert in the Tote Bag - 3000 units required – Sponsor supplied*

In Kind
Design* and/or printing of all Sign Expo Canada signage

Show Guide

(Exclusive)

Logo and corporate recognition:

- All signage printed
- All sponsorship signage
- Marketing materials
- SAC-ACE website with a link to your corporate site (until Jan 31, 2019)
- The official Sign Expo Canada 2018 Show Guide

Sponsor recognition on name badge

Acknowledgement in SAC social media

Complimentary tickets to the Friday Night Event where award winners are announced (dependent on value of contribution)

Free brochure insert in the Tote Bag - 3,000 units required – Sponsor supplied*

In Kind

Design* and printing of the Sign Expo Canada Show Guide

Up and Down Graphics – Suspended Aisle Number Signage and floor graphics (30 - 3`x 3`)

(Exclusive)

Logo and corporate recognition:

- All sponsorship signage
- Marketing materials
- SAC-ACE website with a link to your corporate site (until Jan 31, 2019)
- The official Sign Expo Canada 2018 Show Guide

Sponsor ribbons on company representative name badges

Acknowledgement in SAC social media

6 complimentary tickets to the Friday Night Event where award winners are announced

Sponsor recognition at the Friday Night Event

Free brochure insert in the Tote Bag - 3,000 units required – Sponsor supplied*

\$6,000

plus graphics and branded signage*

Silver Sponsor

Fun Photo Booth at Sign Expo Canada

(Exclusive)

Logo and corporate recognition:

- All sponsorship signage
- Marketing materials
- SAC-ACE website with a link to your corporate site (until Jan 31, 2019)
- The official Sign Expo Canada 2018 Show Guide

Sponsor ribbons on company representative name badges

Acknowledgement in SAC social media

3 complimentary tickets to the Friday Night Event where award winners are announced

Sponsor recognition at the Friday Night Event

Corporate logo on the photos

(Show Management will determine the location of the photo booth)

\$3,500

Themed Photos at the Friday Night Event

(Exclusive)

Logo and corporate recognition:

- All sponsorship signage
- Sponsor logo on all Friday Night Event souvenir photos printed on-site
- Marketing materials
- SAC-ACE website with a link to your corporate site (until Jan 31, 2019)
- The official Sign Expo Canada 2018 Show Guide

Sponsor ribbons on company representative name badges

Acknowledgement in SAC social media

3 complimentary tickets to the Friday Night Event where award winners are announced

Sponsor recognition at the Friday Night Event

\$3,500

(Photographer, props and prints will be provided by SAC-supplied vendor)

*All graphics and signage that are part of the sponsorship must have final approval by Show Management. The sponsor will provide materials and/or apply and disassemble graphics as required, according to the schedule determined by Show Management.

Show Management reserves the right to determine the location of all graphics.

Wine at the Friday Night Event Dinner

(Exclusive)

Logo and corporate recognition:

- All sponsorship signage
- Marketing materials
- SAC-ACE website with a link to your corporate site (until Jan 31, 2019)
- The official Sign Expo Canada 2018 Show Guide

Sponsor ribbons on company representative name badges
Acknowledgement in SAC social media
3 complimentary tickets to the Friday Night Event where award winners are announced
Sponsor recognition at the Friday Night Event

- Branded label provided by sponsor* on the wine bottles (one white; one red per table)

\$3,500
plus labels for wine bottles*

Friday Night Event

(3 opportunities available)

Welcome remarks by a sponsorship representative
Logo and corporate recognition:

- All sponsorship signage
- All Friday Night Dinner signage
- Marketing materials
- SAC-ACE website with a link to your corporate site (until Jan 31, 2019)
- The official Sign Expo Canada 2018 Show Guide

Sponsor ribbons on company representative name badges
Acknowledgement in SAC social media
Complimentary tickets to the Friday Night Event where award winners are announced (dependent on the sponsorship contribution)
Sponsor recognition at the Friday Night Event

\$3,000 each
Three Silver Level Sponsors

OR upgrade to

\$10,000
Exclusive
(Gold Level Sponsor)

Exclusive Only - Free brochure insert in the Tote Bag - 3,000 units
Required - Sponsor Supplied

Hotel Key Cards

OR

Refreshment breaks

(2 per day; includes sponsor supplied branded coffee cups*)

(Exclusive to Corporate Sponsor - see page 13)

Sponsor branded hotel room key cards at the official Sign Expo Canada hotel
Logo and corporate recognition:

- All sponsorship signage
- Marketing materials
- SAC-ACE website with a link to your corporate site (until Jan 31, 2019)
- The official Sign Expo Canada 2018 Show Guide

Sponsor ribbons on company representative name badges
Acknowledgement in SAC social media
6 complimentary tickets to the Friday Night Event where award winners are announced
Sponsor recognition at the Friday Night Event

\$3,000 (value)
(available to Corporate Sponsor only)

Phone Charging Station

(Exclusive)

Logo and corporate recognition:

- All sponsorship signage
- All Friday Night Dinner signage
- Marketing materials
- Logo recognition and messaging on charging station screen
- SAC-ACE website with a link to your corporate site (until Jan 31, 2019)
- The official Sign Expo Canada 2018 Show Guide

Sponsor ribbons on company representative name badges
Acknowledgement in SAC social media
3 complimentary tickets to the Friday Night Event where award winners are announced
Sponsor recognition at the Friday Night Event
Show Management will determine the location of the charging station

\$3,000

Washroom Signage

(Exclusive)

Branded floor and mirror graphics (supplied, applied and removed by sponsor)*

Logo and corporate recognition:

- All sponsorship signage
- Marketing materials
- SAC-ACE website with a link to your corporate site (until Jan 31, 2019)
- The official Sign Expo Canada 2018 Show Guide

Sponsor ribbons on company representative name badges
Acknowledgement in SAC social media
3 complimentary tickets to the Friday Night Event
Sponsor recognition at the Friday Night Event

\$3,000
plus graphics*

*All graphics and signage that are part of the sponsorship must have final approval by Show Management. The sponsor will provide materials and/or apply and disassemble graphics as required, according to the schedule determined by Show Management.

Show Management reserves the right to determine the location of all graphics.

Bronze Sponsors

Tote Bags

(Exclusive)

Logo and corporate recognition:

- All sponsorship signage
- Marketing materials
- SAC-ACE website with a link to your corporate site (until Jan 31, 2019)
- The official Sign Expo Canada 2018 Show Guide

Sponsor ribbons on company representative name badges
Acknowledgement in SAC social media
2 complimentary tickets to the Friday Night Event where the award winners are announced
Sponsor recognition at the Friday Night Event

\$2,500

plus printed bags provided by the sponsor

Badge Lanyards

(Exclusive)

Sponsor branded lanyard handed out to all Sign Expo Canada attendees
Logo and corporate recognition:

- All sponsorship signage
- Marketing materials
- SAC-ACE website with a link to your corporate site (until Jan 31, 2019)
- The official Sign Expo Canada 2018 Show Guide

Sponsor ribbons on company representative name badges
Acknowledgement in SAC social media
2 complimentary tickets to the Friday Night Event where the award winners are announced
Sponsor recognition at the Friday Night Event

\$2,500

plus the imprinted lanyards provided by sponsor

Front Foyer

(Exclusive)

Logo and corporate recognition:

- All sponsorship signage
- Marketing materials
- SAC-ACE website with a link to your corporate site (until Jan 31, 2019)
- Logo recognition in the official Sign Expo Canada 2018 Show Guide
- Sponsor recognition on name badge
- 3 banner stands promoting the sponsor (sponsor supplied)*
- Branded floor graphics (6 - 3x3) (sponsor supplied)*

Sponsor ribbons on company representative name badges
Acknowledgement in SAC social media
2 complimentary tickets to the Friday Night Event where the award winners are announced
Sponsor recognition at the Friday Night Event

\$2,500

plus floor graphics* and banner stands

Entrance Windows and Outdoor Entrance

(Exclusive)

2 sets of side panel windows and the outside concrete entrance pad (graphics to be provided, applied and removed by sponsor*)

Logo and corporate recognition:

- All sponsorship signage
- Marketing materials
- SAC-ACE website with a link to your corporate site (until Jan 31, 2019)
- The official Sign Expo Canada 2018 Show Guide

Sponsor ribbons on company representative name badges
Acknowledgement in SAC social media
2 complimentary ticket to the Friday Night Event where award winners are announced
Sponsor recognition at the Friday Night Event

\$2,000

plus graphics*

Directional Signs

Your company logo will appear on all directional signs for the event. Attendees will see your logo prominently displayed as they look for a session or event. (Does not appear on signs pertaining to other sponsored items)

\$2,000

plus graphics*

*All graphics and signage that are part of the sponsorship must have final approval by Show Management. The sponsor will provide materials and/or apply and disassemble graphics as required, according to the schedule determined by Show Management.

Show Management reserves the right to determine the location of all graphics.

Interactive prize draw game Match the logos

Promote your brand while Sign Expo Canada attendees play the interactive "digital touch screen" match game competition. Attendees play for cash prizes by pairing up the squares with your company logo. The fastest time wins. All the squares can be customized to your corporate identity. Your company logo combined with our unique gameplay creates a customized and fun experience that everyone will want to play again and again. Don't miss out on this unique opportunity.

\$6,000

Sign Competition

(Exclusive or maximum of 3 opportunities available)

Logo and corporate recognition:

- All sponsorship signage
- Marketing materials
- SAC-ACE website with a link to your corporate site (until Jan 31, 2019)
- The official Sign Expo Canada 2018 Show Guide
- Sign competition criteria and submission form (dependent on date of sponsorship confirmation)
- On-site displays of competition entries and finalists

Sponsor ribbons on company representative name badges
Acknowledgement in SAC social media
1 complimentary ticket to the Friday Night Event where award winners are announced (OR Exclusive Only - 3 tickets)
Photo opportunity with the winners at the Event (upon request)
Sponsor Recognition at the Friday Night Event

\$1,000

per sponsor

OR upgrade to

\$3,000

Exclusive to Silver Level Sponsor

Wrap Design Competition

(4 opportunities available)

Logo and corporate recognition:

- Sponsor signage in the car wrap design area
- All sponsorship signage
- Marketing materials
- SAC-ACE website with a link to your corporate site (until Jan 31, 2019)
- The official Sign Expo Canada 2018 Show Guide
- Wrap Design Competition criteria and application form (dependent on sponsorship confirmation)
- On-site displays of competition entries

Videotaped demonstration of the wrap at the event (time specified by Show Management)
Sponsor recognition on name badge
Acknowledgement in SAC social media
1 complimentary ticket to the Friday Night Event per sponsor where the award winners are announced
Sponsor recognition at the Friday Night Event
Photo opportunity with the winners at the Event (upon request)

\$1,000

per sponsor
plus wrapping*

Tote Bag Inserts

(estimated 3,000 pieces)

- 8 ½ x 11 insert
- Branded "give-away items" or Catalogues

\$400 plus item

\$500 plus item

Supporting Sponsors

Student Sign Competition Prize

(Exclusive)

Logo and corporate recognition:

- All sponsorship signage
- Marketing materials
- SAC-ACE website with a link to your corporate site (until Jan 31, 2019)
- The official Sign Expo Canada 2018 Show Guide

Sponsor ribbons on company representative name badges
Acknowledgement in SAC social media
Recognition of contribution at the Friday Night Event where award winners are announced

\$500

*All graphics and signage that are part of the sponsorship must have final approval by Show Management. The sponsor will provide materials and/or apply and disassemble graphics as required, according to the schedule determined by Show Management.

Show Management reserves the right to determine the location of all graphics.

Outdoor Parking Lot Flags and Banner Signs

(2 opportunities available)

Sponsor 20 branded flags and banners in the parking lot of The International Centre (Airport Road & Derry Road)*
Logo and corporate recognition:
• All sponsorship signage
• Marketing materials
• SAC-ACE website with a link to your corporate site (until Jan 31, 2019)
• The official Sign Expo Canada 2018 Show Guide
Sponsor ribbons on company representative name badges
Acknowledgement in SAC social media
Recognition of contribution at the Friday Night Event where award winners are announced

\$500
plus outdoor flags/
banners*

Attendee Prize Machine and Cash Draws

(Multiple opportunities)

One Sponsor recognized draw at The HUB. Sponsor representative present the winner at their designated draw.
Logo and corporate recognition:
• All sponsorship signage
• Marketing materials
• SAC-ACE website with a link to your corporate site (until Jan 31, 2019)
• The official Sign Expo Canada 2018 Show Guide
Sponsor ribbons on company representative name badges
Acknowledgement in SAC social media
Recognition of contribution at the Friday Night Event where award winners are announced

\$500
each

Sign Expo Canada On-Site Copied Materials

(Exclusive)

Logo recognition:
• Each page photocopies
• All sponsorship signage
• Marketing materials
• SAC-ACE website with a link to your corporate site (until Jan 31, 2019)
• The official Sign Expo Canada 2018 Show Guide
Sponsor ribbons on company representative name badges
Acknowledgement in SAC social media
Recognition of contribution at the Friday Night Event where award winners are announced

In Kind

*All graphics and signage that are part of the sponsorship must have final approval by Show Management. The sponsor will provide materials and/or apply and disassemble graphics as required, according to the schedule determined by Show Management.

Show Management reserves the right to determine the location of all graphics.

Don Morgan Memorial Golf Tournament

SEPTEMBER 20, 2018 SPONSOR OPPORTUNITIES

To learn more about being a sponsor of the Golf Tournament, please contact Asif Ahmed by telephone 905-856-0000 or by email asif@sac-ace.ca

(Subject to Change) Presenting Sponsor	Premier recognition Welcome remarks Logo and corporate recognition: <ul style="list-style-type: none"> • On all golf carts • All SEC (Gold Level) and Golf sponsorship signage • SEC (Gold Level) marketing materials • SAC-ACE website with a link to your corporate site (until Jan 31, 2019) • The official SEC 2018 Show Guide Golf Staff wear sponsor branded clothing and/or hats (as provided by sponsor) Sponsor recognition on name badge at SEC Acknowledgment in SAC social media 2 golfers (includes dinner) 1 complimentary ticket to the Friday Night Event	\$4,000 plus graphics*
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(Exclusive)	
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Eagle Sponsor	Logo and corporate recognition: <ul style="list-style-type: none"> • All SEC (Silver Level) and Golf sponsorship signage • SEC (Silver Level) marketing materials • SAC-ACE website with a link to your corporate site (until Jan 31, 2019) • The official SEC 2018 Show Guide Acknowledgment in SAC social media Sponsor recognition on name badge at SEC 2 golfers (includes dinner)	\$2,000
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(2 opportunities available)	
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Birdie Sponsor	Logo and corporate recognition: <ul style="list-style-type: none"> • All SEC (Silver Level) and Golf sponsorship signage • SEC (Silver Level) marketing materials • SAC-ACE website with a link to your corporate site (until Jan 31, 2019) • The official SEC 2018 Show Guide Acknowledgment in SAC social media Sponsor recognition on name badge at SEC 1 golfer (includes dinner)	\$1,000
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(4 opportunities available)	
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Beverage Cart Sponsor	Sponsor graphics on the beverage cart* Logo and corporate recognition: <ul style="list-style-type: none"> • All SEC and Golf sponsorship signage • SEC (Silver Level) marketing materials • SAC-ACE website with a link to your corporate site (until Jan 31, 2019) • The official SEC 2018 Show Guide Acknowledgment in SAC social media Sponsor recognition on name badge at SEC 1 golfer (includes dinner)	\$1,000 plus graphics*
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(Exclusive)	
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Hole Sponsors	Logo and corporate recognition: <ul style="list-style-type: none"> • Hole on the Golf Course • Golf Tournament marketing materials • Golf Tournament signage 	\$150 each
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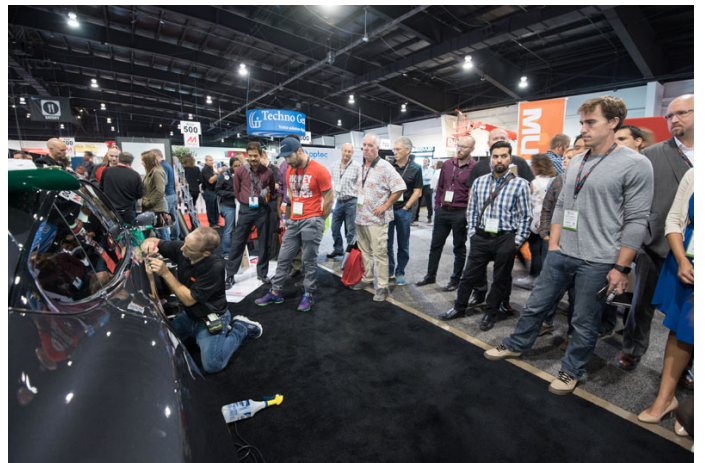
(Multiple opportunities available)	
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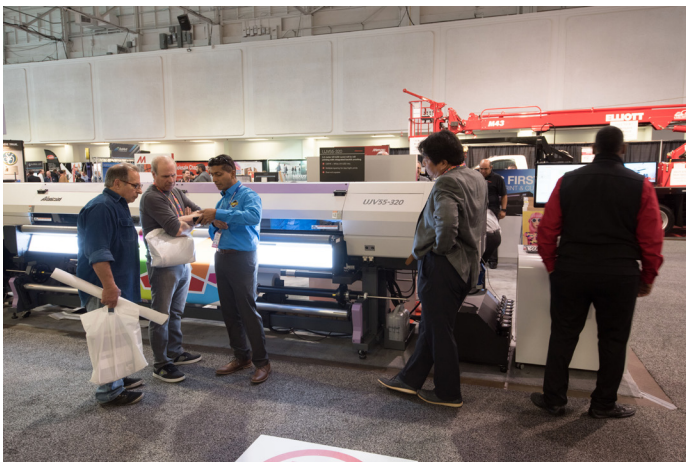
Hole Sponsor Signage	Logo and corporate recognition: <ul style="list-style-type: none"> • All SEC (Silver Level) and Golf sponsorship signage • SEC (Silver Level) marketing materials • SAC-ACE website with a link to your corporate site (until Jan 31, 2019) • Logo recognition in the official SEC 2018 Show Guide Acknowledgment in SAC social media Sponsor recognition on name badge at SEC 1 golfer (includes dinner)	In Kind
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(Exclusive)	
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Golf Contest Prizes	Logo and corporate recognition: <ul style="list-style-type: none"> • Golf Tournament marketing materials • Golf Tournament signage • Card accompanying the prize (To be confirmed in advance of the Tournament)	In Kind (recommended minimum value \$100)
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(Multiple opportunities available)	
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Notes

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