

CANADIAN EVENT
perspective MAGAZINE
SPECIAL EVENTS AND MEETINGS
EXPO 2005

Calgary, February 22-23
Vancouver, March 14-15
Toronto, March 29-31
Halifax, May

EVENT *Sensations*

Canada's Premier Conference & Trade Show
for Event and Meeting Professionals



SIGHT SOUND SMELL TASTE TOUCH

EXHIBITOR PROSPECTUS

The largest gathering of event and meeting professionals in Canada.

Join hundreds of event & meeting professionals from across the country for the greatest industry marketing opportunity in Canada. The CSEME offers a chance for suppliers to the special events and meeting industry to market and sell their products to hundreds of qualified buyers using an action packed trade show and a highly effective, interactive educational conference.

Qualified attendees around every corner!



Envision

CEP Special Events & Meetings Expo is a proven method of successfully reaching and selling to your target market. The attendees at the corporate CSEME are qualified event and meeting planners from the corporate, government, tourism, high tech, association and non-profit sectors. These individuals are the ones who will buy your products and utilize your services. Hundreds of past exhibitors have proven year after year that if you work the floor at this event and come prepared to do business, you will GAIN NEW CLIENTS AND MAKE MORE MONEY. It's that simple.

CEP Special Events & Meetings Expo captures the attention of this target market through a comprehensive marketing campaign which includes direct mail, fax and email campaigns to qualified prospects, print advertising in national and regional business publications and through industry associations membership events and promotions.



Coast Mountain Photo

Speed networking

All Exhibitors are invited to sign up for speed networking - dozens of new contacts in 90 minutes. This is your opportunity to not only pre promote your booth at the trade show by meeting qualified buyers before the show begins, but also a chance to meet and exchange with dozens of industry professionals and end user clients. Speed-networking is not about mingling so don't shrug it off, it's a 90 minute, pre scheduled card exchange program designed to allow you to meet and chat briefly with dozens of industry pros. Don't wait to sign up - space is very limited for both exhibitors and delegates.



NEW! in Toronto

CSEME is pleased to welcome TSEvents as a new sponsor and marketing partner at CSEME 2005. TSEvents, publisher of the annual TSEvents Resource Directory, has been serving the Toronto-area event market for 10 years.

Watch out for TSEvents Venue District, a happening new place right on the tradeshow floor. This new hot spot will feature T.O. venues of all kinds. Clubs, convention centres, estates, galleries, inns, museums, studios, restaurants, retreats, theatres, wineries... Plan to take part in the Venue District's first annual Street Party, on-site from 4 - 6 p.m., featuring sponsored food/beverage/décor/entertainment - and invited guests.

Calling all special event suppliers: bakers, brewers, barristas, caterers, décor, designers, entertainers, florals, linens, props, planners, producers, security, sets, tableware, tents and transportation companies. Everyone is invited! Book your prime real estate now to receive early bird discounts and valuable upgrades from TSEvents. Think "A list" and make sure you're on it.

TSEvents "insiders" in all categories please contact Pamela Smith to reserve your space. Tel: 905-877-1113 psmith@tsevents.com

CSEME Exhibitor Packages

BASIC EXHIBITOR PACKAGE

Includes:

- 10 x 10 draped booth with 8' back walls and 3' sidewalls
- Basic listing in CSEME showguide
- Basic listing in the canadianspecialevents.com online exhibitors list
- Listing in CSEME showguide
- Basic listing in Canadian Event Perspective Annual Suppliers Guide
- 10 % discount on advertising in the Canadian Event Perspective Magazine Show Issue (bonus circulation at all CSEME events)

DELUXE EXHIBITOR PACKAGE

Includes **BASIC EXHIBITOR PACKAGE** *PLUS:*

- Enhanced website listing in CSEME online exhibitors list with company bio (50 words) with hyperlink
- Enhanced listing in the canadianspecialevents.com online suppliers guide
- Listing in CSEME showguide
- Enhanced listing in Canadian Event Perspective Annual Suppliers Guide
- 15 % discount on advertising in the Canadian Event Perspective Magazine Show Issue
- One full conference registration package
- Logo on signage at trade show entrance and recognition onsite as a deluxe exhibitor
- CSEME delegate database on disk within two weeks of the event

PREMIER EXHIBITOR PACKAGE

Includes **DELUXE EXHIBITOR PACKAGE** *PLUS:*

- Company logo added to all listings detailed in the Deluxe package
- Hyperlink added to listing in online suppliers guide
- Rotating Banner ad on CSEME website starting December 15
- A 2nd Full Conference registration package
- VIP Status as a CSEME Premiere exhibitor
- Recognition as Premiere exhibitor at the event via logo, signage and badges
- Company material distributed in all delegate bags as long as it is supplied in advance of the show
- Company material on tables at CSEME Luncheon function
- 25% discount on advertising in the Canadian Event Perspective Magazine Show issue

Booth Size & Package

Basic
10x10

Before
Oct 30/04

\$900

After
Oct 30/04

\$1000

Deluxe
10x10

\$1400

\$1500

Premier
10x10

\$2500

\$2650

*To increase booth size - Add \$700 for every additional 10x10 space
For corner booths please add an additional \$100.*



Coast Mountain Photo



Envision



Envision



Picture This



Picture This



Envision



Coast Mountain Photo

EXHIBIT AT CSEME 2005

CSEME 2005 EXHIBIT SPACE CONTRACT

Please complete the following form and return by fax to your account manager at Stark Communications & Events Inc., Suite 202 - 338 Lower Ganges Rd, Salt Spring Island, BC V8K 2V3. Tel: 250-538-5553 Fax: 250-538-5554. In order to complete this application, an authorized representative from your organization must sign this contract. Once your application and contract have been received, a representative from Stark Communications will sign and return your copy of the contract with an invoice for payment. See payment terms below.

Please fill in contract information

Company/Organization _____ Contact Person: _____
Address _____ City _____ Prov _____ PC _____
Tel _____ Fax _____ Email _____
Web _____ your company's primary business _____
Your Stark Account Manager is _____ Date _____

Select the Exhibitors Package

CITY: Calgary, February 22-23 Tradeshow: Feb 23rd only Vancouver, March 14-15 Tradeshow Mar: 15th only Toronto, March 29-31 Tradeshow: Mar 31st only Halifax, May
SIZE OF BOOTH: 10x10 10x20 custom size EXHIBITOR PACKAGE: Basic Deluxe Premier
BOOTH LOCATION: 1st Choice _____ 2nd Choice _____ 3rd Choice _____

Select Payment Method

Visa or Cheques are acceptable forms of payment. Make cheque payable to Stark Communications. All reservations are void unless payment is received within 15 business days of the date of application. Once payment has been submitted, you will receive a confirmation package in the mail. Refunds will be accepted in writing until January 3rd, 2005 and are subject to a 50% cancellation fee. No refunds will be given after January 3rd for any reason. Cancellations will be invoiced.

My booth costs \$ _____ + 7% GST = \$ _____ I am submitting a total payment of \$ _____
 Visa Cheque enclosed Please bill me (I realize my space will be released and contract void if payment is not made within 15 days)
Visa # _____ Expiry _____
Name on Card _____
Authorized cardholder signature (agreeing to charges as indicated above) _____ Date _____

Terms and Conditions

Exhibit Space

The organizers reserve the right to remove exhibits or guests or exhibitors, which, because of noise or any other reason become objectionable, with just cause. The organizers reserve the right to close, without indemnity, the exhibit of any person or exhibitor who refuses, after notice, to conform to the rules and regulations set out by the organizers and the host facility. All exhibitors may only display products in or occupy the allocated space that they have purchased from Stark Communications & Events Inc. for CSEME 2005. Any exhibitor attempting to infringe on or extend their space into another exhibitor's space will be asked to remove any obtrusive materials. The organizer reserves the right to enforce this rule.

Insurance No Company or individual may participate in CSEME 2005 as an exhibitor or entertainer without proof of sufficient business insurance as deemed necessary by the hosting facility. Please refer to the section on Insurance provided in the online manual, found at www.canadianspecialevents.com. The organizer will accept no responsibility to exhibitors. All exhibitors and participants in CSEME 2005 do so at their own risk

Food Services

Any exhibitor serving food or liquor from their booth is required to abide by the facility regulations, which can be found in the online exhibitor manual. A charge may be levied by the facility and is the responsibility of the exhibitor.

Indemnification

CSEME 2005, the organizers, (Stark Communications & Events Inc.) and/or the host facility shall not be responsible for injury, loss or damage to persons, goods, equipment or decorations, caused by accident, loss or any other cause during move in and

move out preparations or during the CSEME 2005 scheduled hours. This applies to any injury, loss or damage to persons, goods, equipment or decorations which occurs during transportation of goods. In the event that the injury, loss or damage to persons, goods, equipment or decorations, is cancelled or is not held by reasons of acts of God, strikes, lockouts or other labor or industrial disturbances, interruptions by government or court order, future valid orders of any regulatory body having jurisdiction, acts of the public enemy, wars, acts of terrorism, bio chemical hazard, riots, failure or inability to secure materials or labor, fire, lightning, tempest, flood, explosion and/or other cause beyond the control of the organizers, then the organizers of CSEME 2005 shall be in no way whatsoever liable to the Exhibitor other than to return to the Exhibitor without interest such sums if any as have been paid to the organizers as a deposit or advance in connection with the said CSEME 2005 less any legitimate expenses on a pro rated basis of costs involved in advance preparation of facilities, services, and/or promotion and publicity directly related to the CSEME 2005.

Exhibit Manual

In January 2005, an exhibitor manual will be posted on the CSEME 2005 website at www.canadianspecialevents.com. This manual will be accessed using a private password, which will be emailed to the exhibitor representative the first week of January, provided payment in full has been received. Access to the manual will be granted only when payments are up to date. All official and exclusive CSEME 2005 suppliers and contractors will be listed in this manual as well as all facility regulations, health, fire and safety regulations show hours, CSEME 2005 rules and regulations and all and any exhibit restrictions. It is the responsibility of the exhibitor to read the exhibitors manual and to follow the guidelines set forth. All necessary information regarding move in, set up and tear down of this event will be contained in this manual.

I have read the terms and conditions and agree to abide by them. I acknowledge that I have read and agree to the cancellation policy.

Print Company Name _____
Signature _____ Print Name & Title _____
Signed at (city) _____ this _____ day of _____ 2004
Accepted by, _____
Stark Communications & Events Inc., Suite 202-338 Lower Ganges Road, Salt Spring Island, BC, V8K 2V3 Tel: (250) 538-5553 Fax: (250) 538-5554