



EXHIBITING COMPANY NAME: _____



2021 EXHIBITOR APPLICATION APRIL 7-8, 2021

4 YR

**CDX 2020 - 2023
PRICING GUARANTEE!**

YOUR Canadian Dairy Showcase!

EXHIBIT OPTIONS

SAME EXHIBIT, SAME LOCATION, NEXT YEAR (2021)

Attention 2020 exhibitors: You have first right to your 2020 exhibit location until June 1 2020. If no application is received, CDX will release your exhibit space

COW COLISEUM

- 10' x 10' = \$1,200 +HST
- 20' x 10' = \$2,300 +HST
- 20' x 20' = \$4,500 +HST
- 40' x 20' = \$8,400 +HST

All exhibitors on grooved rubber matting. Carpet & electrical NOT INCLUDED

HALL 1 • Milking & Manure Equipment

- 10' x 8' = \$1,200 +HST
 - 20' x 8' = \$2,300 +HST
 - 20' x 20' = \$4,500 +HST
 - 40' x 20' = \$8,400 +HST
- Request premium corner/end location add \$500 +HST

Adjacent to entrance/exit #1 • Primarily for heavy equipment (+4,800 lbs) • Carpet & electrical NOT INCLUDED.

HALL 2 • Dairy Products/Services

- 10' x 8' = \$1,200 +HST
 - 20' x 8' = \$2,300 +HST
 - 20' x 16' = \$4,500 +HST
- Request premium corner/end location add \$500 +HST

Booths include black floor covering, weight restriction of 4,800 lbs max. • Carpet & electrical NOT INCLUDED

HALL 3 • Dairy Products/Services

- 10' x 8' = \$1,200 +HST
 - 16' x 8' = \$2,000 +HST corner/end cap
 - 20' x 8' = \$2,300 +HST
 - 20' x 16' = \$4,500 +HST
- Request premium corner/end location add \$500 +HST

Hall adjacent to entrance/exit #2 • Carpet & electrical NOT INCLUDED • Small 10ft move-in door, no large equipment • No display or products over 10ft in height (low ceiling)

FORAGE & TMR HALL

- 10' x 8', 10' x 10' = \$1,200 +HST
 - 19' x 10' = \$2,050 +HST
 - 20' x 20', 19' x 20', 19' x 21' = \$4,100 +HST
 - 40' x 20', 38' x 20', 38' x 21' = \$7,600 +HST
 - 60' x 20', 57' x 20', 57' x 21' = \$11,000 +HST
- Request premium corner/end location add \$500 +HST

Carpet & electrical NOT INCLUDED

FORAGE & MILKING HALL

- 9' x 9' = \$1,200 +HST
 - 18' x 9' = \$2,300 +HST
 - 19' x 18' = \$4,100 +HST
 - 38' x 18' = \$7,600 +HST
 - 57' x 18' = \$11,000 +HST
- Request premium corner/end location add \$500 +HST

Carpet & electrical NOT INCLUDED

LOWER LOBBY

- 10' x 8' = \$1,200 +HST
- 20' x 5' = \$1,200 +HST
- 20' x 8' = \$2,300 +HST

Carpet & electrical NOT INCLUDED

OUTDOOR EXHIBIT AREA

- 20' x 20' = \$1,200 +HST
- 40' x 20' = \$1,800 +HST
- 60' x 20' = \$2,600 +HST
- 80' x 20' = \$3,400 +HST

Carpet & electrical NOT INCLUDED

NOTE: Ordering information for furniture, carpeting and electrical etc., will be available on the website by January 31, 2021, via CDX official suppliers.

BRANDING & ADVERTISING OPTIONS

- CDX Official Program Advertising - send me details
- Colour logo in CDX Official Program - \$100 (+HST)
- CDX Resume Blitz (FREE) - send me details
- CDX Website Advertising - send me details

PAYMENT OPTIONS

Sub-Total: _____ + HST (13%): _____ = TOTAL: _____ **CDN FUNDS**

PAYMENT TERMS: 50% due on receipt (no payment before July 1, 2020) & balance on Jan 1, 2021
2 INVOICES WILL BE ISSUED AND SENT BY EMAIL.

SELECT OPTION:

- CHEQUE** - Made payable to Canadian Dairy XPO (MAIL TO: 305-660 Speedvale Ave W, Guelph, ON N1K 1E5)
- E-TRANSFER** to accounting@dairyxpo.ca (Please send answer to security question to same email.)
- VISA/MASTERCARD** (2% service charge applies)

Card # _____ Expiry mm/yy _____ CVV# _____

Permission to charge 1st Installment to Credit Card

Name on Card _____ Signature _____

Permission to charge 2nd Installment to Credit Card

BANK WIRE TRANSFER - Contact accounting@dairyxpo.ca for details (\$32.50 bank fee applies)

I HAVE READ **BOTH SIDES** OF THE APPLICATION AND FULLY UNDERSTAND ALL TERMS & CONTINGENCIES. BY SIGNING THIS AGREEMENT, I ACKNOWLEDGE FULL PARTICIPATION AND RESPONSIBILITIES OF THE CDX 2021 TERMS & CONDITIONS. I HEREBY DECLARE MY COMPANY IS DAIRY SPECIFIC AND ALL MATERIALS, DISPLAYS AND EQUIPMENT ARE RELATED TO THE DAIRY INDUSTRY.

Signature: _____ Date: _____
ORIGINAL SIGNATURE REQUIRED FOR APPLICATION TO BE VALID. BOTH PAGES OF APPLICATION MUST BE RECEIVED.

***Please fax application to 519.821.4266 or email to programming@dairyxpo.ca Thank You - We Value Your Business!**

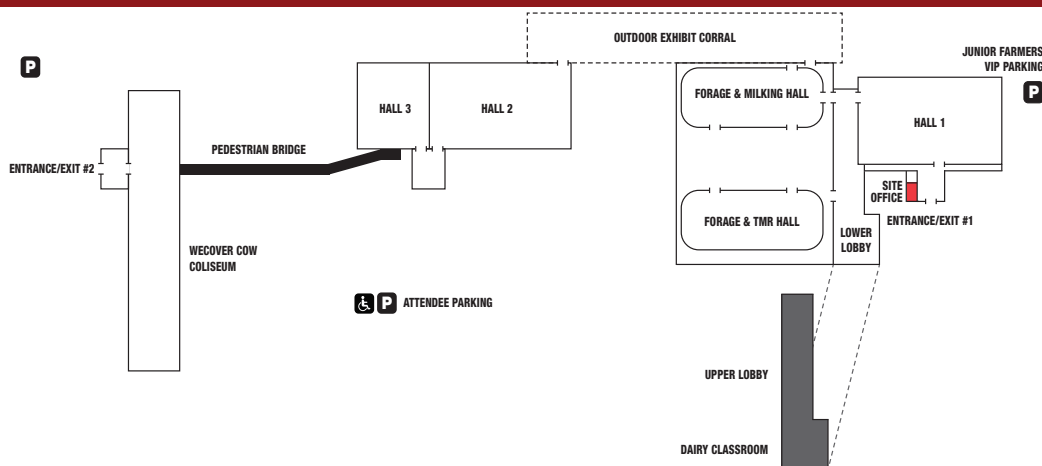
Show Address: Stratford Rotary Complex, 353 McCarthy Road, Stratford, Ontario N5A 7S7 Canada
CDX Head Office: 660 Speedvale Ave W., Suite 305, Guelph, Ontario N1K 1E5 Canada Ph: 519.838.0117 Fax: 519.821.4266 info@dairyxpo.ca www.dairyxpo.ca

CONTACT INFORMATION

CONTACT (TRADESHOW COORD.): _____ **PHONE:** _____ **EMAIL:** _____
CONTACT (MARKETING): _____ **PHONE:** _____ **EMAIL:** _____
CONTACT (PAYMENT): _____ **PHONE:** _____ **EMAIL:** _____
COMPANY NAME: _____ **ADDRESS:** _____
CITY: _____ **PROVINCE/STATE:** _____ **COUNTRY:** _____ **POSTAL CODE:** _____
PHONE: _____ **FAX:** _____ **WEBSITE:** _____

MANDATORY– DESCRIBE PRODUCTS/SERVICES TO BE DISPLAYED AT CDX 2021 (ALL PRODUCTS/SERVICES/EQUIPMENT MUST BE DAIRY SPECIFIC):

2021 COMPLEX LAYOUT



EXHIBITOR APPLICATION - TERMS & CONDITIONS

INITIALS

1. ***PLEASE NOTE: This is an application and completing it for submission does not guarantee your exhibit space at CDX. Thank you!**
2. CDX is not liable for exceptionally adverse weather conditions, unavoidable catastrophes, specified perils and relevant events such as: lightning, storms, flooding, snow squalls, snow storms, closed road conditions as it pertains to exhibit equipment and appurtenances to and from the facility within the posted CDX move in/out days and times and days of CDX. CDX management is not responsible for financial refund/compensation; all CDX exhibitors/sponsors/partners will be 100% liable for all costs associated to exceptionally adverse weather conditions, without limiting the generality of the foregoing exhibitor, other exhibitors/sponsors/partners, management, the facility owner and respective agents, servants and employees, volunteers and members of the public attending the show.
3. All CDX exhibitors/sponsors/partners will be 100% liable for and indemnify CDX Management, staff and volunteers from any loss or damages whatsoever suffered as a result of any person, company or object, including without limiting the generality of the foregoing exhibitor, other exhibitors/sponsors/partners, management, the facility owner and respective agents, servants and employees, volunteers and members of the public attending the show, either on the said space or elsewhere if said loss or damages arose or were in any way connected with the exhibitor/sponsor/partner occupancy and CDX involvement.
4. The exhibitor/sponsor/partner shall secure and produce evidence of commercial general liability or farm liability insurance with a limit not less than \$2,000,000 inclusive including coverage for premises and operations, products and completed operations. The exhibitor/sponsor/partner will provide a certificate of insurance as evidence and this certificate will include CDX, as additional insured. Please name Canadian Dairy XPO as additionally insured (Site address - 353 McCarthy Road, Stratford, ON N5A 6W1). The exhibitor/sponsor/partner is 100% responsible for the cost and placement of all insurance related to any potential loss or damage resulting from participating in the CDX. It is recommended that valuable, easily transportable items be removed from the exhibit nightly.
5. Electrical is not included with standard exhibit space and must be ordered by the exhibitor/sponsor/partner, through CDX official electrical supplier. Generator/standby power alternatives are not permitted. Exhibitors will be monitored throughout set-up days and days of XPO.
6. **PAYMENT:** 50% deposit is due immediately upon receipt of invoice. The remaining 50% is due on or before 90 days prior to CDX operating dates. If no payment is received within these time frames, CDX reserves the right to release the exhibit space and retain payment in full.
CANCELLATION: If the exhibitor cancels within 6 months (180 days) prior to CDX, they will be liable for 100% of the total outstanding amount for contracted space, plus HST. If the reason for cancellation is deemed to be a personal emergency, CDX may decide to issue a 50% rebate/credit, based upon CDX sole discretion. If exhibit space is cancelled outside of 6 months to the start date of the CDX, 50% refund is applied. Cancellation must be submitted in writing. All international companies must pay 100% upon submission of this exhibitor application (All companies outside of North America). Should the international company cancel, CDX may decide to issue a 50% rebate/credit, based upon CDX sole discretion. Cancellation must be submitted in writing.
 Any exhibitor applications received post Jan 1st of show year: 100% payment must accompany exhibitor application (VISA, MC or E-TRANSFER). Once application is approved, CDX will process 100% payment. No exhibitor/ sponsor/ partner will be allowed to set-up at CDX until full payment is received.
7. Subletting exhibit space is not allowed, under any circumstances. Exhibits will be monitored throughout show & set-up days. Violation of this may result in termination of exhibit space in future years of CDX.
8. The exhibitor/sponsor/partner agrees to confine his presentation within the contracted space, and must keep any display or equipment over 12ft in height, a minimum 3ft back from the adjacent walking aisle. This is restricted as a professional courtesy to your neighbouring exhibitors. All exhibit spaces must be maintained and staffed during all CDX operating hours.
9. The exhibitor/sponsor/partner agrees to set up (move in) and remove (move out), their exhibit equipment to and from the facility within the posted CDX move in/out days and times. No shipments or parcels will be accepted prior to move in times. The exhibitor/sponsor/partner agrees that no display is dismantled, or goods removed during the entire duration of the CDX and must remain intact, until the closing hour of the last day of CDX - 4:00pm, and not before.
MOVE OUT: If exhibit equipment / product / display material are left on site past the scheduled move out times, a \$200.00 shipping and handling fee per day will apply. This will be charged to the exhibiting company post show. There is no storage or holding areas available. Please contact Jordon Underhill for Cow Coliseum annual storage options 519-760-0892. CDX is not responsible for theft, damage or errors in logistics/shipping. CDX management, employees and drivers are not responsible for any damages that may occur during move in or move out times to exhibitors and equipment. Should you operate equipment for move in or move out, you MUST have proper certification.
10. Quality control is enforced prior to and during days of CDX. CDX has an exclusive qualification committee that will patrol and monitor all exhibits at the XPO to ensure the Canadian Dairy XPO is purely dairy and we continue to keep the dairy producer top of mind. Failure to comply will result in termination of your exhibit space in future years of CDX.
11. The exhibitor/sponsor/partner shall not disturb the exhibit space flooring, walls or curtains without obtaining written approval and on-site authorization from CDX Management. The exhibitor/sponsor/partner shall also assume responsibility and all damages, losses or claims whatsoever arising from disturbing or interfering with the space of other exhibitors/sponsors/partners. The exhibitor/sponsor/partner shall not move exhibit locations during move-in and/or show operational hours.
12. Outdoor Exhibitors: Tent Permits are required for any tent over 645 sq ft. You must be a minimum of 3 meters away from facility building (Stratford Rotary Complex). Contact Russel Harley, Municipal Building Official – City of Stratford for more information: RHarley@stratford.ca
13. All live animal displays must have appropriate NLID tag or tattoo identification, with detailed herd health records to be approved by CDX Management. Onsite biosecurity protocol in affect. If you wish to have live animals in your exhibit, it must be approved by CDX Management.
14. CDX requires full payment in order to have company listed in the CDX Official Program.
15. CDX management reserves the right to cancel this contract and withhold possession of exhibit space if the Exhibitor fails to perform any material condition of this contract or refuses to abide by the show rules and regulations.