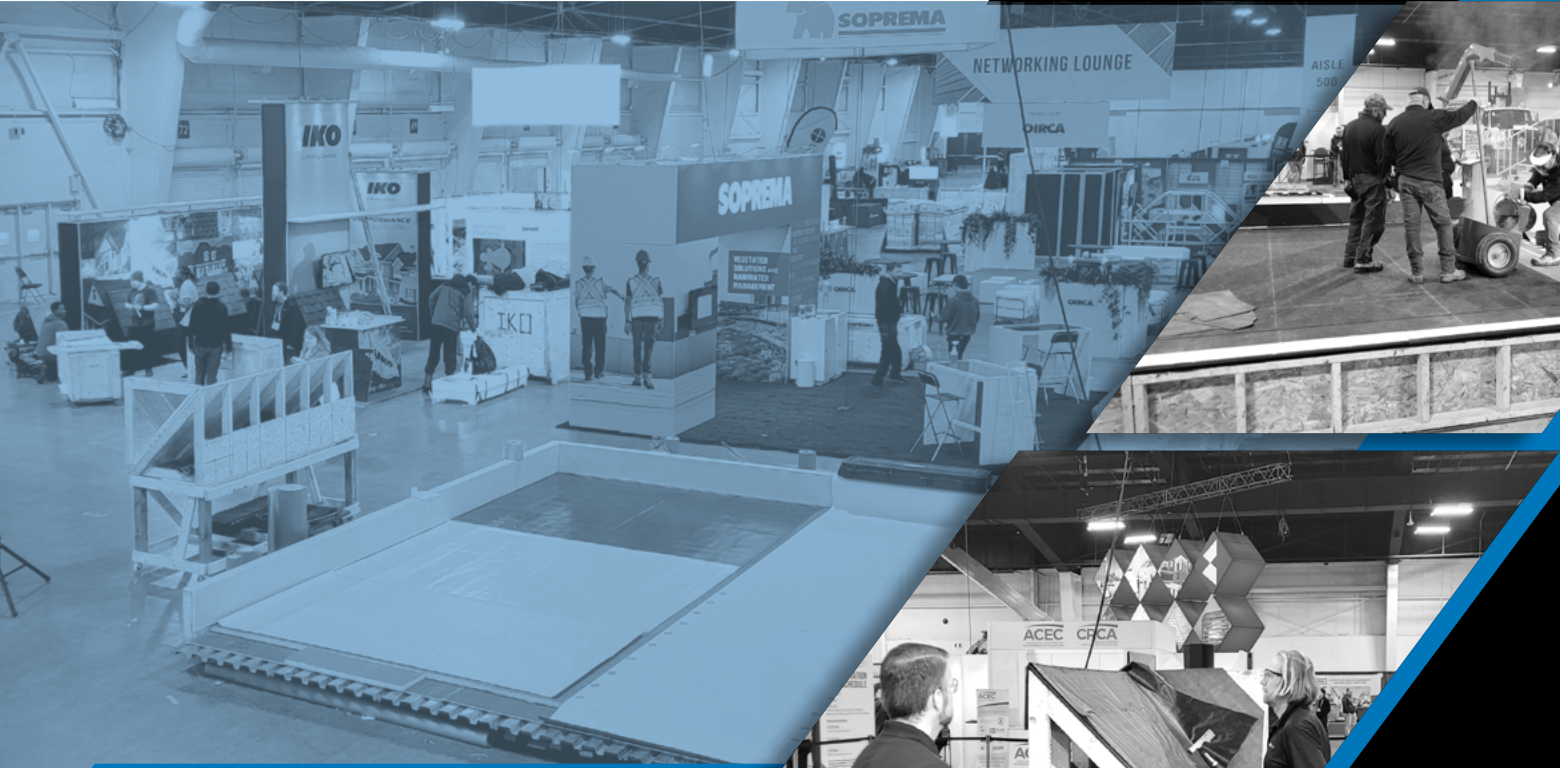


CREXPOCT

CANADIAN ROOFING EXPO | EXPO CANADIENNE DE LA TOITURE



APRIL 15 - 16, 2025 | TORONTO
THE INTERNATIONAL CENTRE, HALL 5

CRCA | ACEC
CANADIAN ROOFING CONTRACTORS ASSOCIATION | ASSOCIATION CANADIENNE DES ENTREPRENEURS EN COUVERTURE

OIRCA
ONTARIO INDUSTRIAL ROOFING ASSOCIATION



**EXHIBITING
& SPONSORSHIP**
SALES PROSPECTUS

canadianroofingEXPO.ca

Canada's Only Dedicated Sourcing and Educational Forum on All Aspects of Roofing Systems and Technologies with more than 150 exhibitors, technical sessions and demonstrations

CRExpoCT is Canada's dedicated trade show and educational program for the roofing community and construction and property management industries.

Designed by the roofing industry to provide architects, building inspectors, contractors, engineers, property managers, roofing consultants and specifiers with a forum that will offer significant benefits to those who wish to stay ahead of cutting-edge technologies in the roofing industry.

Book your exhibit space and sponsorship now. This show sells out every year!

Dates & Times

Exhibit Hours

Tues. Apr. 15 9:30am - 4:30pm
Wed. Apr. 16 9:30am - 4:30pm

Move-in

Mon. Apr. 14 10:00am - 8:00pm

Move-out

Wed. Apr. 16 4:30pm - 8:30pm

WHY YOU SHOULD EXHIBIT/SPONSOR?

- **SHOWCASE** your products and services in front of thousands of customers and prospects
- **DEVELOP** strong and profitable relationships with senior decision makers who have buying power
- **ENGAGE** a wide range of professionals involved in the Canadian Real Estate industry
- **MEET & PRESENT** your offerings to qualified buyers
- **INCREASE** brand awareness
- **LAUNCH/INTRODUCE** new products & services
- **TAKE** onsite orders
- **MEET** new supplier partners
- **SEE** what your competition is currently offering and keep them in your rear view mirror. Your competition will be present, make sure the show sales leads don't go their way
- **THROUGH** a very robust Show Education Program with top notch presenters, you will hear about current trends, new technologies, new techniques and other important issues that affect day to day building operations

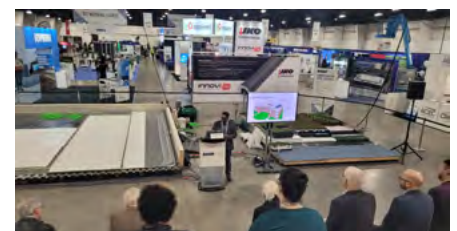


EXHIBIT SPACE INFORMATION

Exhibit Rates (+HST)

CRCA members and past exhibitors will have the **first option** on prime exhibit space until September 16, 2024.

Until October 31, 2024

| | |
|--|-----------------|
| CRCA Members | \$25.00/sq.ft. |
| Non Members | \$30.00/ sq.ft. |
| Bulk Equipment (minimum 500 sq.ft.) | \$20.00/sq.ft. |

After November 1, 2024

| | |
|--|----------------|
| CRCA Members | \$27.00/sq.ft. |
| Non Members | \$32.00/sq.ft. |
| Bulk Equipment (minimum 500 sq.ft.) | \$22.00/sq.ft. |

Included with Your Space

- Draped side and back walls
- Loading and Unloading booth materials
- 24 hour security
- Digital invites to send to prospective and existing clients
- Unlimited supply of badges for your booth staff
- Corporate listing and description in official show guide
- Link to your company webpage on the CRExpoCT website

Not Included with Your Space

- Electrical
- Signage
- Flooring
- And other booth material
- Wifi
- Shipping/Receiving
- Furniture

Payment Terms

- 50% due with contract
- 50% due January 6, 2025

For Information on Exhibiting or Sponsorships

Call 416-512-8186 ext. 234, 647-535-0217 or email jasonk@mediaedge.ca



DIAMOND: Presenting - \$12,500 **NEW** (1 opportunity)

As the Diamond Presenting Sponsor you will receive the following benefits:

National Print & Digital Advertising

Your corporate logo:

- Dedicated pre-show emails promoting CREXpoCT
- Three box ads on CRCA e-news
- Dedicated email to pre-registered attendees
- Dedicated email to secondary and post secondary schools, colleges and universities, unions, exhibitors
- Dedicated social media posts
- Article in Roofing Canada Magazine Fall Issue 2024
- Half page ad in Roofing Canada Magazine Fall Issue 2025
- Digital invitations
- Attendee confirmation email

Website

- Detailed sponsor page with a direct link to your corporate website
- Your corporate logo and profile posted on the CREXpoCT website for twelve months after the event

On-site

- An exclusive opportunity to book vendor/client meetings in your own private meeting room inside the International Centre for both days
- Opportunity to bring welcoming remarks at Chair's Reception
- Complimentary trade show booth
- First right of acceptance for following year sponsorship

Signage

- Enhanced brand placement on sponsor signage throughout the Show
- Your company logo rotating through on the PowerPoint screens

Show Guide

- Your corporate logo on the front cover of the CREXpoCT Show Guide
- Full page ad in the CREXpoCT Show Guide

PLATINUM: Show Guide - \$10,000 **NEW** (1 opportunity)

As the Show Guide sponsor, your company will receive brand exposure on the new CREXpoCT Show Guide which will be used by attendees, job seekers and exhibitors.

National Print & Digital Advertising

Your corporate logo:

- Dedicated pre-show emails promoting CREXpoCT
- One box ad on CRCA e-news
- Dedicated email to secondary and post secondary schools, colleges and universities, unions, exhibitors
- Digital invitations
- Attendee confirmation email

Website

- Detailed sponsor page with a direct link to your corporate website
- Your corporate logo and profile posted on the CREXpoCT website for twelve months after the event

Signage

- Enhanced brand placement on sponsor signage throughout the Show
- Your company logo rotating through on the PowerPoint screens

Show Guide

- Your corporate logo in the CREXpoCT Show Guide
- Half page ad in CREXpoCT Show Guide

PLATINUM: Attendee Registration - \$10,000 (1 opportunity)

As the registration sponsor, your company will receive plenty of brand exposure including recognition on the online registration system and signage at registration.

National Print & Digital Advertising

Your corporate logo:

- Dedicated pre-show emails promoting CREXpoCT
- One box ad on CRCA e-news
- Dedicated email to pre-registered attendees
- Dedicated email to secondary and post secondary schools, colleges and universities, unions, exhibitors
- Digital invitations
- Online registration system
- Attendee confirmation email

Website

- Detailed sponsor page with a direct link to your corporate website
- Your corporate logo and profile posted on the

CREXpoCT website for twelve months after the event

Signage

- Enhanced brand placement with prominent signage on the registration kiosks and on sponsor signage throughout the Show
- Your company logo rotating through on the PowerPoint screens

Show Guide

- Your corporate logo in the CREXpoCT Show Guide
- Half page ad in CREXpoCT Show Guide

PLATINUM: Product Talks Feature Area - \$10,000 ^{NEW} (1 opportunity)

Host the Product Talks Area on the Show Floor where the latest products, solutions and technologies will be showcased by leading suppliers.

National Print & Digital Advertising

Your corporate logo:

- Dedicated pre-show emails promoting CREXpoCT
- One box ad on CRCA e-news
- Dedicated email to pre-registered attendees
- Dedicated email to secondary and post secondary schools, colleges and universities, unions, exhibitors
- Digital invitations
- Attendee confirmation email

Website

- Detailed sponsor page with a direct link to your corporate website
- Your corporate logo and profile posted on the CREXpoCT website for twelve months after the event

Show Floor Learning Lab

- Verbal acknowledgement of your company as Lead Sponsor throughout the seminars

Signage

- Enhanced brand placement with prominent signage throughout Product Talks Area and on sponsor signage throughout the various sessions
- Your company logo rotating through on the PowerPoint screens

Show Guide

- Your corporate logo in the CREXpoCT Show Guide
- Half page ad in CREXpoCT Show Guide



PLATINUM: Demonstration Area - \$10,000 (1 opportunity)

Host the Demonstration Area on the Show Floor where the latest products, solutions and technologies will be showcased by leading suppliers.

National Print & Digital Advertising

Your corporate logo:

- Dedicated pre-show emails promoting CREXpoCT
- One box ad on CRCA e-news
- Dedicated email to pre-registered attendees
- Dedicated email to secondary and post secondary schools, colleges and universities, unions, exhibitors
- Digital invitations
- Attendee confirmation email

Website

- Detailed sponsor page with a direct link to your corporate website
- Your corporate logo and profile posted on the CREXpoCT website for twelve months after the event

Demonstration Area

- Verbal acknowledgement of your company as Lead Sponsor throughout the demonstrations
- Your company logo rotating through on the PowerPoint screens

Signage

- Enhanced brand placement with prominent signage throughout Demonstration Area and on sponsor signage throughout the Show

Show Guide

- Your corporate logo in the CREXpoCT Show Guide
- Half page ad in CREXpoCT Show Guide

GOLD: Chair's Reception - \$7,500 (2 opportunities)

Be the host of all attendees, speakers, exhibitors and guests at our Chair's Reception.

National Print & Digital Advertising

Your corporate logo:

- Dedicated pre-show emails promoting CREXpoCT
- Dedicated email to pre-registered attendees
- Digital invitations

Website

- Detailed sponsor page with a direct link to your corporate website
- Your corporate logo and profile posted on the CREXpoCT website for twelve months after the event

Speaking Opportunity

- Opportunity to welcome and address the attendee's
- Your company logo rotating through on the PowerPoint screens

Drink Tickets

- Logo displayed on complimentary refreshment tickets for your company to distribute onsite

Signage

- Your corporate logo prominently displayed on signage at designated refreshment & food stations
- Enhanced brand placement with prominent signage throughout Chair's Reception and on sponsor signage throughout the Show
- Your company logo rotating through on the PowerPoint screens

Show Guide

- Your corporate logo in the CREXpoCT Show Guide



GOLD: Lounge Sponsor - up to \$7,500 (2 opportunities)

Be the host of all attendees, speakers, exhibitors and guests at our networking receptions on the Show Floor.

National Print & Digital Advertising

Your corporate logo:

- Dedicated pre-show emails promoting CREXpoCT
- Dedicated email to pre-registered attendees
- Digital invitations
- Attendee confirmation email

Website

- Detailed sponsor page with a direct link to your corporate website
- Your corporate logo and profile posted on the CREXpoCT website for twelve months after the event

Networking Lounge

- Enhanced brand placement with prominent signage throughout the lounge and on sponsor signage throughout the show
- Your company logo rotating through on the PowerPoint screens

Signage

- Your corporate logo on sponsor signage throughout the Show
- Your company logo rotating through on the PowerPoint screens

Show Guide

- Your corporate logo in the CREXpoCT Show Guide

GOLD: Networking Receptions - \$6,000 (4 opportunities)

Be the host of all attendees, speakers, exhibitors and guests at our networking receptions on the Show Floor.

National Print & Digital Advertising

Your corporate logo:

- Dedicated pre-show emails promoting CREXpoCT
- Dedicated email to pre-registered attendees
- Digital invitations

Website

- Detailed sponsor page with a direct link to your corporate website
- Your corporate logo and profile posted on the CREXpoCT website for twelve months after the event

Drink Tickets

- Logo displayed on complimentary refreshment tickets for your company to distribute onsite

Signage

- Your corporate logo prominently displayed on signage at designated refreshment stations and sponsor signage throughout the Show
- Your company logo rotating through on the PowerPoint screens

Show Guide

- Your corporate logo in the CREXpoCT Show Guide

SPONSORSHIP OPPORTUNITIES



GOLD: Delegate Bag - \$6,000 (2 opportunities)

Receive high visibility by showcasing your brand on lanyards handed out to all attendees entering the Show Floor.

National Print & Digital Advertising

Your corporate logo:

- Dedicated pre-show emails promoting CREXpoCT
- Dedicated email to pre-registered attendees
- Digital invitations

Website

- Detailed sponsor page with a direct link to your corporate website
- Your corporate logo and profile posted on the CREXpoCT website for twelve months after the event

Delegate Bags

- Your corporate logo will be displayed on bags handed out to attendees at registration

Signage

- Sponsor signage throughout the Show
- Your company logo rotating through on the PowerPoint screens

Show Guide

- Your corporate logo in the CREXpoCT Show Guide

SILVER: Coffee - \$4,500 (2 opportunities)

Expand your reach by showcasing your brand as you sponsor the morning coffee during the show.

National Print & Digital Advertising

Your corporate logo:

- Digital invitations

Website

- Detailed sponsor page with a direct link to your corporate website
- Your corporate logo and profile posted on the CREXpoCT website for twelve months after the event

Signage

- Sponsor signage throughout the Show and at coffee station
- Your company logo rotating through on the PowerPoint screens

Show Guide

- Your corporate logo in the CREXpoCT Show Guide

SILVER: Seminar - \$3,000 (2 opportunities)

Position your company as an expert in your field by hosting an educational seminar delivered to a live audience.

National Print & Digital Advertising

Your corporate logo:

- Digital invitations

Website

- Detailed sponsor page with a direct link to your corporate website
- Your corporate logo and profile posted on the CREXpoCT website for twelve months after the event

Seminar Exposure

- Moderator of seminar to acknowledge and thank your

company for sponsoring the seminar and indicating your location on the show floor

- Your corporate logo prominently displayed on signage outside and inside the seminar room

Signage

- Sponsor signage throughout the Show
- Your company logo rotating through on the PowerPoint screens

Show Guide

- Your corporate logo in the CREXpoCT Show Guide

BRONZE: Product Talks - Demo - \$1,200 (12 opportunities)

Showcase your latest products, solutions and technologies to a captivated audience on the Product Talks Feature on the show floor. Opportunity to present a 20-minute product demonstration and Q & A.

Website

- Detailed sponsor page with a direct link to your corporate website
- Your corporate logo and profile posted on the CREXpoCT website for twelve months after the event

Signage

- Your company logo rotating through on the PowerPoint screens

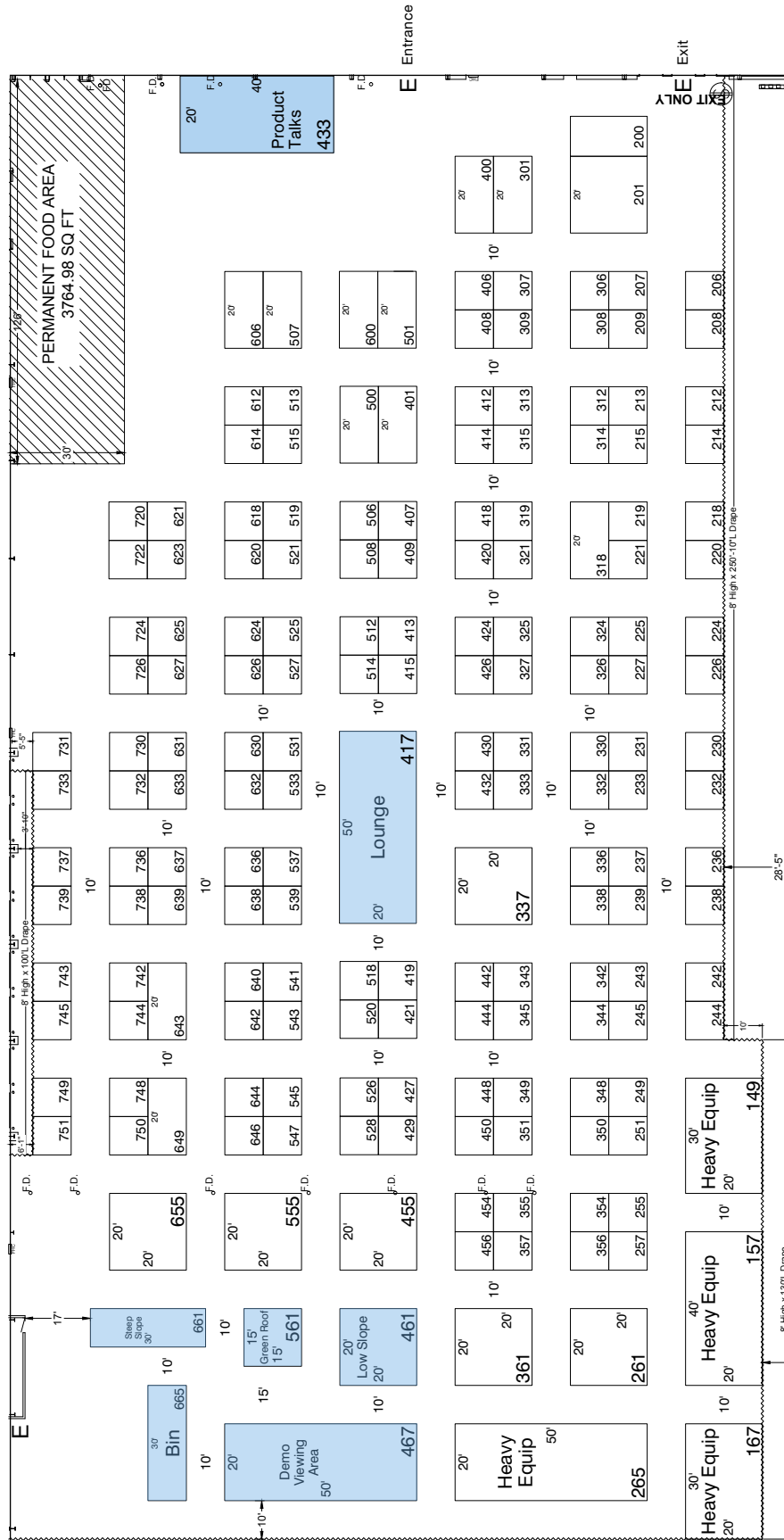
Show Guide

- Your corporate logo in the CREXpoCT Show Guide

Products Talks Feature

- 20 minute presentation / demo

INTERNATIONAL CENTRE HALL 5



EXHIBITOR/SPONSORSHIP CONTRACT



April 15 - 16, 2025 | Toronto
The International Centre, Hall 5

1. AGREEMENT MADE BETWEEN:

| | |
|-------------------|-----------------|
| Name | Company |
| Title | City |
| Address | Postal/Zip Code |
| Province/State | Country |
| Telephone | Cell |
| Email | Website |
| Logistics Contact | Phone/Email |

2. EXHIBIT RATES:

| 1st Choice | Booth Number | 2nd Choice | Booth Number | 3rd Choice | Booth Number |
|----------------|--------------|--------------------|--------------|------------|--------------|
| Space Required | | Rate / sq.ft. = \$ | | | |
| Space Required | | Rate / sq.ft. = \$ | | | |
| HST \$ | | | | | |
| Total \$ | | | | | |

Exhibit Rates (+ HST)

| Until October 31, 2024 | |
|--|-----------------|
| CRCA Members | \$25.00/sq.ft. |
| Non Members | \$30.00/ sq.ft. |
| Bulk Equipment (minimum 500 sq.ft.) | \$20.00/sq.ft. |

CRCA members and past exhibitors will have the first option on prime exhibit space until September 16, 2024.

| After November 1, 2024 | |
|--|----------------|
| CRCA Members | \$27.00/sq.ft. |
| Non Members | \$32.00/sq.ft. |
| Bulk Equipment (minimum 500 sq.ft.) | \$22.00/sq.ft. |

Payment Terms

- 50% due with contract
- 50% due January 6, 2025
- Payments can be made via wire transfer, ACH, credit card or cheque
- Questions about invoicing:
E: bradm@mediaedge.ca
T: 416-573-6741

Interested in Sponsoring?

- Diamond Presenting..... \$12,500
- Platinum Show Guide..... \$10,000
- Platinum Attendee Registration..... \$10,000
- Platinum Product Talks Feature Area..... \$10,000
- Platinum Demonstration Area..... \$10,000
- Gold Chair's Reception..... \$7,500
- Gold Lounge Sponsor..... \$7,500
- Gold Networking Receptions..... \$6,000
- Gold Delegate Bag..... \$6,000
- Silver Coffee..... \$4,500
- Silver Seminar..... \$3,000
- Bronze Product Talks - Demo..... \$1,200

EXHIBITOR/SPONSORSHIP CONTRACT



April 15 – 16, 2025 | Toronto
The International Centre, Hall 5

3. CONTACT PERSON FOR YOUR EXHIBIT

| | |
|----------------|-----------------|
| Name | Company |
| Title | City |
| Address | Postal/Zip Code |
| Province/State | Country |
| Telephone | Cell |
| Email | Website |

4. SHOW LISTING:

Please state the name of your organization as it should be listed:

5. BOOTH REQUIREMENTS:

- EXHIBITOR agrees to carry a minimum of \$5 million commercial general liability insurance naming MediaEdge Communications and Canadian Roofing Contractors Association and T.I.C.C. Limited (o/a International Centre) as additional insured for the duration of the Show including move-in and move-out. A show insurance package will be available for purchase if your company does not have the required coverage.
- EXHIBITOR agrees to comply with Ontario's Occupational Health & Safety Act and its applicable regulations (Industrial and Construction) as it pertains to shows and to ensure that all staff and third party contractors are equipped with required appropriate personal protective equipment including steel toed footwear and hard hats which must be worn on the show floor during Move-in and Move-out.

Canadian Anti-Spam Legislation requires that we secure your express consent to allow third party vendors of event services to contact you directly via email in order to make arrangements for your participation at the Event. Such express consent will only allow these authorized service providers to contact you in connection with services related directly to your participation in this event. Receipt of your express consent to receive commercial electronic communications from these suppliers is a condition to MediaEdge Communications accepting your Application. As a result, please check the box below indicating that you consent to receive such commercial communications.

MediaEdge Communications

- I agree that MediaEdge Communications ("MediaEdge") may contact me about other MediaEdge trade shows, events and services (collectively, "MediaEdge Communications Events") that may be of interest to me by [] email, [] regular mail, [] fax or [] phone (including by providing pre-recorded phone messages that may include marketing content).

Third Party Vendor Communications

MediaEdge Communications has selected third party vendors of event services (such as material handling, parking, and lighting and electrical supply) who can assist with your preparation and participation in the MediaEdge Communications event for which you are registering. These approved and official suppliers are familiar with the event and will notify you of such things as advance service order deadlines - that may help you save time and money or marketing and PR opportunities. These third party vendors require your authorization to contact you directly. For a list of these third party vendors, please see page 18.

- Yes, I agree for MediaEdge Communications to share my details to the list of third party vendors below, to contact me with information about services they can provide me for the MediaEdge Communications event for which I have registered and any other services they provide.

MediaEdge Communications is obtaining consent on behalf of the third party vendors. You can withdraw your consent at any time by following the instructions in any of the vendor emails. If you require further assistance, please contact MediaEdge Communications, 2001 Sheppard St. E., Suite 500, North York, ON, M2J 4Z8 (416-512-8186).

Invoicing – Accounting should receive a copy of the signed contract. Orders with payment installments will generate invoices based on the payment plan and the amount due at that time. Contract totals and future installments are not included in this format. If you wish to pay in full, please indicate to your sales representative to remove payment plan with installments.

I understand that by signing below I agree to the Exhibitor Contract Terms & Conditions, Exhibitor Health and Safety requirements document and comply with the provincial Occupational Health & Safety Act and its applicable regulations (Industrial and Construction) as it pertains to Shows and to ensure that all staff and third party contractors are equipped with appropriate personal protective equipment including steel toed footwear which must be worn on the Show floor.

Payment Information / Acceptance of Contract

| | |
|-----------|--------|
| By: | Title: |
| Signature | Date: |

Office Use only: DO NOT WRITE

| | |
|---------------------------|--|
| Space Assigned: | Email your signed contract to the "Canadian Roofing Contractors Association" office at craa@roofingcanada.com . Questions? Visit the CREXpoCT website: www.canadianroofingexpo.ca |
| Accepted for CREXpoCT by: | |

1. Definitions and Interpretation

In these Conditions, the following terms have the following meanings:

- 1.1 “Agreement” means these Conditions and the Application Form;
- 1.2 “Application Form” means the application form or order form to which these Conditions are attached setting out details of the Package or such other document setting out details of the Package as MediaEdge Communications shall choose in its absolute discretion to accept;
- 1.3 “Calendar Year” means a full twelve (12) month period beginning on January 1 and ending on December 31;
- 1.4 “Client” means the person, firm, company or entity set out in the Application Form;
- 1.5 “Conditions” means these sponsorship and exhibition terms and conditions;
- 1.6 “Data Protection Law” means the Regulation and the Directive, as amended or replaced from time to time, and all other national, international or other laws related to data protection and privacy that are applicable to any territory where MediaEdge Communications or Client processes personal data or is established;
- 1.7 “Directive” means the European Privacy and Electronic Communications Directive (Directive 2002/58/EC);
- 1.8 “Event” means the event, conference, exhibition, show, webinar or other event (whether held in-person or virtually) organised by MediaEdge Communications as set out in the Application Form;
- 1.9 “Exhibition Stand” means a stand (or part of a stand) constructed by MediaEdge Communications or Client in the exhibition space in the Venue as set out in the Application Form;
- 1.10 “Event Site” means the website(s) (together with any platforms and/or applications used together therewith) that will host and display the Event (or part thereof) and Event materials;
- 1.11 “Fees” means the fees payable by the Client for the Package as set out in the Application Form;
- 1.12 “Force Majeure Event” means any event or circumstance that is beyond the reasonable control of MediaEdge Communications and ongoing at the time of the Event or, in MediaEdge Communications’ opinion, is reasonably expected to be ongoing at time of the Event (including but not limited to governmental laws, ordinances, regulations, requisitions, restrictions, guidelines, recommendations or action, imposition of sanctions, embargo, military action, acts or threats of terrorism or war, mob, civil commotion or riot, health scares (including without limitation, epidemic and pandemic (e.g., COVID-19), whether or not new, ongoing or recurring), fire, acts of God, flood, drought, earthquake, severe weather, disaster, disruption to transportation, third party contractor/supplier failure, venue damage or cancellation, industrial dispute, strikes, labour disputes, interruption/failure of utility service, lack of commodities or supplies, accidents, nuclear, chemical or biological contamination, speaker or participant cancellation or withdrawal, or any other comparable calamity or casualty);
- 1.13 “MediaEdge Communications” means the MediaEdge Communications entity that is the owner, organizer, operator and/or manager of the Event as sated in the Application Form;
- 1.14 “MediaEdge Communications” means MediaEdge Communications and any entities controlling or controlled by or under common control with MediaEdge Communications including without limitation each of their respective employees, officers, directors, agents and representatives;
- 1.15 “Intellectual Property Rights” means trade marks, trade names, design rights, copyrights, database rights, rights in know-how, trade secrets, confidential information and all other intellectual property rights or analogous rights whether registered or unregistered anywhere in the world;
- 1.16 “Manual” means any manual, service kit or guide provided to Client by MediaEdge Communications in respect of the Event, as updated by MediaEdge Communications from time to time;
- 1.17 “Materials” means all content, materials and other information that is provided by Client, its Representatives or otherwise on Client’s behalf in connection with any element of the Package (including, without limitation, its name, profile, any logos, copy and other artwork);
- 1.18 “Owners” means the owners and/or management of the Venue;
- 1.19 “Package” means the services, including but not limited to Space and/or

Sponsorship, to be provided to Client by MediaEdge Communications in relation to the Event as set out in the Application Form;

- 1.20 “Regulation” means the General Data Protection Regulation (Regulation (EU) 2016/679);
- 1.21 “Reportable Breach” means a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, personal data transmitted, stored or otherwise processed;
- 1.22 “Representatives” means the employees, consultants, agents, contractors and other representatives (or any employee, consultant, agent, contractor or other representative thereof) of a party;
- 1.23 “Space” means (i) the exhibition space in the Venue; and / or (ii) the virtual exhibition space hosted on the Event Site, allocated to the Client by MediaEdge Communications (together with the ancillary services provided to the Client in connection with such virtual or exhibition space) as set out in the Application Form;
- 1.24 “Sponsorship” means the sponsorship element of the Package as set out in the Application Form; and
- 1.25 “Venue” means the venue at which the Event is physically held.

2. Application for the Package

- 2.1 Applications for the Package must be made on the Application Form provided to the Client by MediaEdge Communications. MediaEdge Communications may at its sole discretion choose to accept applications by other means but, in any event, these Conditions shall apply. The application for the Package is irrevocable by the Client.
- 2.2 MediaEdge Communications reserves the right to reject any Application Form or other application from any potential Client. A binding contract shall only come into effect when written confirmation (whether by email or otherwise) of acceptance is sent by MediaEdge Communications to the Client (whether or not it is received).
- 2.3 These Conditions are the only terms on which MediaEdge Communications is prepared to deal with the Client and no terms or conditions endorsed upon, delivered with or referred to in any purchase order or similar document delivered or sent by the Client to MediaEdge Communications will form part of this Agreement.

3. Price and Payment

- 3.1 Unless other payment terms are set forth on the Application Form, the Client shall pay the Fees together with any Taxes within 30 days from the date of MediaEdge Communications’ invoice or full payment shall become due immediately when invoices are raised within 30 days prior to the start date of the event. Time shall be of the essence in respect of the payment of Fees. Without prejudice to any other right or remedy that it may have, if MediaEdge Communications does not receive the Fees in cleared funds by the due date for payment, MediaEdge Communications shall be entitled to: (i) charge interest at the rate of 1.5% per month (or if less the maximum rate permitted by applicable law) accruing on a daily basis until the date of actual payment; and (ii) refuse access for the Client and its Representatives to the Event; and/or refuse to provide any element of the Package; and (iii) terminate this Agreement upon which the provisions of Condition 14.2 shall apply.
- 3.2 MediaEdge Communications shall have no liability whatsoever if Client pays the Fees (or any proportion thereof) into any bank account other than the bank account specifically designated by MediaEdge Communications to Client for payment. In particular, MediaEdge Communications shall not be responsible for any losses suffered by Client due to third party fraud or misdemeanour, including, without limitation, false change of bank account communications, identity theft and other scams. Payment of the Fees into MediaEdge Communications’ designated bank account only shall satisfy Client’s payment obligations under this Contract. To the extent that Client receives any communication notifying Client of a change in MediaEdge Communications’ designated bank account, Client is required to verify the authenticity of the same directly with MediaEdge Communications.

4. Taxes

It is the intent of the parties that MediaEdge Communications will receive the Fees net of all applicable taxes, including, without limitation, sales, VAT, service or withholding taxes (“Taxes”), all of which shall be paid solely by the Client. If

and to the extent that any Taxes are levied upon, or found to be applicable to, the whole or any portion of the Fees, the amount of the Fees shall be increased by an amount necessary to compensate for the Taxes (including, without limitation, any amount necessary to “gross up” for Taxes levied on the increase itself).

5. Client's General Obligations

- 5.1 The Client shall comply with all laws or regulations or guidelines of any competent authority (including, without limitation, all laws relating to antibribery, anti-corruption and trade sanctions) and any terms and conditions, Manual or reasonable instructions or directions issued by MediaEdge Communications or the Owners (including, without limitation, in relation to health and safety, data privacy or security (including information security) requirements).
- 5.2 The Client warrants that it has the right, title and authority (including, without limitation, that it has the necessary licences) to enter into the Agreement and perform its obligations under it and that the person signing the Agreement on behalf of the Client has the requisite authority to do so.
- 5.3 The Client and its Representatives must, at all times, conduct themselves in an orderly manner and must not act in any manner which causes offence, annoyance or inconvenience to other sponsors, exhibitors, the Owner, MediaEdge Communications or any visitors/delegates to the Event.
- 5.4 Client is required to be adequately insured in relation to its activities under this Agreement.
- 5.5 If applicable, the Client is solely responsible for obtaining passports, visas and other necessary documentation for entrance into the country where the Event is held. If the Client cannot attend the Event due to a failure to obtain such documentation, the Fees shall remain payable in full.
- 5.6 The Client shall not (and shall procure that its Representatives shall not) do or permit anything to be done that which might adversely affect the reputation or brand of MediaEdge Communications, the Owners or the Event or make any statement that is defamatory, disparaging or derogatory to MediaEdge Communications, the Owners or the Event.
- 5.7 The Client shall not (and shall procure that its Representatives shall not) cause or permit any damage to the Venue or any part thereof or to any fixtures or fittings which are not the property of the Client or to the Event Site.
- 5.8 All items brought to the Venue or uploaded to the Event Site by or on behalf of the Client are done so at the Client's own risk and MediaEdge Communications does not accept them into its charge or control.
- 5.9 The Client agrees that it may not use the Event to leverage any other event in which the Client is a sponsor or participant.
- 5.10 Client consents to its details (including, without limitation, its name, logo and profile) being: (i) published in any show guide, directory and/ or other promotional materials prepared in connection with the Event, and/or (ii) displayed on the Event website. Although MediaEdge Communications shall take reasonable care in any such publication/ display, it shall not be liable for any errors, omissions or misquotations that may occur.
- 5.11 Client is solely responsible for obtaining any licences, regulatory approvals, customs clearances or other necessary consents required for Client to participate in the Event and display its Materials, including, without limitation, any licences or other necessary consents required for the playing of music or any other audio or visual material by Client.
- 5.12 All unauthorised photography and the recording or transmitting of audio or visual material, data or information from the Event is expressly prohibited.
- 5.13 Client acknowledges and agrees that MediaEdge Communications and its Representatives shall be permitted to undertake multimedia recording at the Event, which may include, without limitation, recording the Client and its Representatives participating in the Event (the “Content”). Client agrees to make its Representatives aware of such permission for multimedia recording of the Content in advance of the Event. Client acknowledges and agrees (and shall procure that its Representatives acknowledge and agree) that MediaEdge Communications is the exclusive owner of all rights in the Content

and hereby waives any and all: (a) rights in and to such Content, and (b) claims that Client or its Representatives may have relating to or arising from the Content or its use. Without limitation, MediaEdge Communications shall be permitted to use the Content anywhere in the world for promotional and all other purposes, without any payment or compensation.

- 5.14 Client acknowledges and agrees that the terms of this Agreement (including, without limitation, the amount of the Fees) and the provisions of the Manual shall constitute confidential information of MediaEdge Communications, and Client undertakes that it shall not at any time disclose the same to any third party.

6. Specific Terms relating to Space

- 6.1 This Condition 6 shall only apply where Space is included in the Client's Package MediaEdge Communications reserves the right to make alterations in the floor plan of the Event, the layout of the Event Site or in the specification for the Client's Space in its sole discretion and at any time, which it considers to be in the best interest of the Event including (without limitation) altering the size, shape or position of the Space. If the Space is materially reduced, the Client will receive a pro rata refund of the Fees payable in respect of the Space.
- 6.2 MediaEdge Communications permits the Client, subject to the terms of the Agreement, to use the Space for the purpose of displaying goods and exhibits at the Event. Such use shall not constitute a tenancy or lease of the Space and the Client acknowledges that it shall have no other rights to or interest in the Space.
- 6.3 The Client shall not permit the display of any materials or information that do not exclusively relate to the Client's commercial activities. MediaEdge Communications reserves the right to remove from the Exhibition Stand, the Space or the Venue, at the risk and expense of the Client, any exhibit or other item which MediaEdge Communications considers in its reasonable opinion (i) to be in contravention with applicable laws, regulations or the policies or procedures of MediaEdge Communications or of the Owners, (ii) infringes the Intellectual Property Rights of a third party, (iii) is likely to cause offence or annoyance or (iv) is otherwise inappropriate or which does not comply with these Conditions.
- 6.4 Where agreed by both parties and as specified on the Application Form, MediaEdge Communications or Client will be responsible for setting up the Space for the Client, including where applicable, an Exhibition Stand. The Client is solely responsible for all aspects of dressing and branding the Space including, without limitation, any Exhibition Stand (where applicable).
- 6.5 Client shall be liable to MediaEdge Communications or any third parties (as the case may be) for any claims relating to the set up of the Space including, without limitation, construction of the Exhibition Stand (where applicable) or any breach of Condition 5.1.
- 6.6 The Client may not sub-let the Space (in whole or in part) without the express prior written consent of MediaEdge Communications. If and to the extent that the Client is permitted to sublet the Space, the Client shall remain responsible for the Space and shall be liable for any breach of the terms of the Agreement by any party to whom the Space is sublet.
- 6.7 If the Client is in breach of the Agreement or is otherwise engaged in any activity that might jeopardise the safety (including without limitation the data security and information security) of the Event, exhibitors and visitors, MediaEdge Communications reserves the right to suspend or block (temporarily or permanently) access to the Space and remove or block the Client's Representatives from the Event without liability to the Client.
- 6.8 If the Client wishes to share the Space with any entity that is not a company within the Client's group of companies, it must obtain the prior written consent of MediaEdge Communications. MediaEdge Communications reserves the right to charge the Client additional Fees as a condition to granting any such consent.

The following Conditions 6.9 to 6.13 (inclusive) shall not apply to virtual exhibition Space

- 6.9 The Client is only permitted to conduct business from its allotted Space or otherwise as permitted under the terms of the Package and shall not canvass, promote, advertise or solicit for business in any other area of the Venue without the prior consent of MediaEdge Communications.
- 6.10 The Client shall at all times ensure that the Exhibition Stand is staffed

by competent personnel and is clean, tidy and well presented during Event opening times failing which MediaEdge Communications reserves the right without liability to arrange for this to be done at the Client's expense.

- 6.11 The Client undertakes to occupy the Space in time for the opening of the Event and not to close the Exhibition Stand prior to the end of the Event. In the event that the Client fails to comply with this Condition, MediaEdge Communications shall be entitled to terminate the Agreement and the provisions of Condition 14.2 shall apply.
- 6.12 From time to time, MediaEdge Communications, the Owner and each of their Representatives may enter the Venue at any time to carry out works, repairs or alterations or for any other purposes which they deem necessary ("Works"). To the fullest extent permitted by law, MediaEdge Communications, the Owner and each of their Representatives shall not be liable for any damage, loss or inconvenience, howsoever arising, and suffered by the Client and/or its Representatives by reason of any act or omission relating to the Works.
- 6.13 Client is required to be adequately insured to have an Exhibition Stand. Unless local regulations require a higher minimum insured value as set out in the Application Form, the Client shall take out and maintain at all times both public liability and employee liability insurance against personal injury, death and damage to or loss of property, as those terms are defined by commercial general liability insurance policies, with limits of not less than £2,000,000 (or the local currency equivalent) per occurrence or per claim. MediaEdge Communications shall be entitled to inspect the Client's insurance policy on request.

7. Specific Terms relating to Client's Materials

- 7.1 The Client shall provide MediaEdge Communications with all Materials which MediaEdge Communications requires to perform its obligations under this Agreement within the deadlines specified by MediaEdge Communications and the Client shall comply with MediaEdge Communications' reasonable requirements and directions in relation to the Materials. If the Client fails to provide the Materials by the deadline and to the specifications required by MediaEdge Communications, MediaEdge Communications reserves the right to refuse to incorporate, print, publish, display or otherwise use the Materials and shall not be required to refund any Fees which shall remain payable in full.
- 7.2 The Client warrants that the Materials (i) are accurate and complete; (ii) are not in any way defamatory, libellous, obscene, menacing, threatening, offensive, abusive or fraudulent; (iii) are not in any way illegal and that they do not contravene any applicable law or incite or encourage the contravention of any law; (iv) if provided in digital form, are free from any viruses and any other malware or corrupting elements of any kind and that they shall not cause any adverse effect on the operation of any MediaEdge Communications system, publication, website, platform, media or other property and/or on any users of any of the foregoing; and (v) together with all Intellectual Property Rights therein, are owned or duly licensed by Client and they do not infringe the Intellectual Property Rights of any third party.
- 7.3 While MediaEdge Communications will take all reasonable care in relation to the production of material and information incorporating the Materials, Client shall not in any event be responsible to the Client for any omissions, misquotations or other errors which may occur except where such losses arise as a result of MediaEdge Communications' negligence or wilful misconduct.
- 7.4 All Materials are subject to approval and acceptance by MediaEdge Communications. MediaEdge Communications reserves the right to in its absolute discretion to reject any Materials at any time after receipt.
- 7.5 For the purposes of Sponsorship, MediaEdge Communications will use its reasonable endeavours to provide the Sponsorship in the size, position and manner as specified in the Application Form. However, MediaEdge Communications shall not be liable to the Client where reasonable modifications or changes to the Sponsorship (including, without limitation, to the size, position, section or issue of or date of publication) are made by MediaEdge Communications.
- 7.6 The Client hereby grants to MediaEdge Communications a non-exclusive, worldwide, royalty free licence to use the Materials in

connection with the Event and in accordance with the Agreement. The Client also acknowledges that in view of the time and cost required in preparing any publications or other media, in circumstances where the Agreement is terminated, MediaEdge Communications may at its discretion continue to use the name, logo or any other Materials or information provided by the Client after termination of the Agreement, where the time and cost does not allow MediaEdge Communications to remove, delete or cover over such name, logo or other material or information.

- 7.7 If the Client and / or any of its Representatives is in breach of the Agreement MediaEdge Communications reserves the right to refuse to use any Materials in relation to the Event or the Sponsorship or may remove or delete such Materials without liability to the Client.

8. Specific Terms relating to visitor or delegate passes for physical events

- 8.1 Where visitor passes and/or delegate passes are issued as part of the Package, they are issued subject to the terms of this Agreement and MediaEdge Communications' separate terms and conditions applicable to visitors and/or delegates are expressly excluded. Only official visitor and delegate passes issued by MediaEdge Communications shall be valid for entry to the Event.
- 8.2 The Client will be supplied with passes for its Representatives that are working at the Event and such passes must be produced on request at the Event. MediaEdge Communications may refuse entry to any person without a valid pass. Passes are only valid in the name of the person to whom they are issued.
- 8.3 MediaEdge Communications may (at its sole discretion) refuse admission to, or eject from the Event, any Client Representative who fails to comply with these terms and conditions or who in the opinion of MediaEdge Communications represents a security risk, nuisance or annoyance to the running of the Event. Client shall procure that its Representatives comply with all reasonable instructions issued by MediaEdge Communications or the Owners at the Event.

9. Access to and Use of the Event Site

This Condition 9 shall apply only where the whole or any part of the Event is provided in a virtual format.

- 9.1 Client undertakes to (i) be responsible for any technical requirements to enable Client and its Representatives to use the Event Site, and (ii) participate in the Event via the Event Site for the duration of the Event.
- 9.2 If applicable, the Client will be supplied with exhibitor accounts for its Representatives that are working on the Space hosted on the Event Site. Such accounts are only valid in the name of the person to whom they are issued.
- 9.3 Where delegate accounts are issued as part of the Package, access to the Event Site is only available to employees of Client, are only valid in the name of the person to whom they are issued and access to a delegate account may not be shared internally or externally. Such accounts are issued subject to the terms of this Agreement and MediaEdge Communications' separate terms and conditions applicable to delegates are expressly excluded.
- 9.4 Client is solely responsible for the security of any passwords issued by MediaEdge Communications for accessing the Event Site. MediaEdge Communications may cancel or suspend such passwords in the event of a breach of this Agreement.
- 9.5 Client shall (and shall procure that its Representatives) comply with all laws and regulations applicable to its access to and use of the Event Site including the terms of this Agreement and the MediaEdge Communications terms and conditions of website usage (<https://informaconnect.com/terms-of-use/>). MediaEdge Communications may monitor Client's use of the Event Site to ensure such compliance.
- 9.6 MediaEdge Communications cannot guarantee that the Event Site will operate continuously, securely, without errors or interruptions, or is free of viruses or harmful components, and MediaEdge Communications does not accept any liability on account of unavailability, interruptions, errors or viruses or harmful components. Client shall not (and shall procure that its Representatives shall not) attempt to interfere with the proper working of the Event Site and, in particular, shall not attempt to circumvent security, tamper with, hack into, or otherwise disrupt any computer system, server, website, router or any other internet connected device. Client shall be responsible for making all arrangements necessary for Client and its Representatives to have access to the Event Site.

- 9.7 MediaEdge Communications do not endorse or accept any responsibility for the content, or the use of, any goods or services that may be identified or described on the Event Site and we shall not be liable for any loss or damage caused or alleged to be caused by or in connection with use of, or reliance on, any content, goods or services available on or through the Event site or any website or other resource referenced therein.
- 9.8 Client and its Representatives, when using any networking system or any community platform made available on the Event Site, shall be bound by the following behavioural conditions: (a) you agree that any information you enter is true and accurate to the best of your knowledge and will be considered non-confidential and non-proprietary; (b) you agree to respect other users of the services and shall refrain from contacting other users with untargeted announcements or requests; (c) you shall not send messages, upload or link to any defamatory, offensive, harassing, misleading or unlawful content; and (d) you shall not upload or link to content which violates a third party's Intellectual Property Rights or privacy rights.
- 9.9 Client consents (and warrants that it has in place the appropriate consents for its Representatives) to grant MediaEdge Communications and the MediaEdge Communications a royalty free licence to use personal information of Client and its Representatives submitted to the Event Site within the Event Site and in ways necessary for the functioning of the Event.
- 9.10 Client acknowledges and agrees that use of the Event Site shall be further subject to any website terms of use and/or fair or acceptable use policies indicated on the Event Site.
- 9.11 MediaEdge Communications does not guarantee or warrant that any content available for downloading from the Event Site will be free from infections, viruses and/or other code that has contaminating or destructive properties. Client is responsible for implementing sufficient procedures and virus checks to satisfy its particular requirements.
- 9.12 Client must not:
- infringe MediaEdge Communications' Intellectual Property Rights or those of any third party in relation to its use of the Event Site;
 - knowingly transmit, send or upload any data that contains viruses, Trojan horses, worms or any other harmful programs or similar computer code;
 - use the Event Site in a way that could damage, disable, overburden, impair or compromise MediaEdge Communications' systems or security or interfere with other users; or
 - interfere with, manipulate, damage or disrupt the Event Site.
- 9.13 MediaEdge Communications reserves the right at any time, and without notice to Client, to:
- make changes or corrections and to alter, suspend or discontinue any aspect of the Event Site;
 - vary the technical specification of the Event Site;
 - temporarily suspend Client's and its Representatives' and third parties' access to the Event Site for the purposes of maintenance or upgrade; and
 - withdraw from the Event Site any of the Materials (or any part thereof).
- 9.14 MediaEdge Communications reserves the right to remove any messages, content or hyperlinks which it believes, in its sole discretion, breaches these conditions and to temporarily or permanently block users who persistently breach these conditions. MediaEdge Communications shall not accept responsibility for the accuracy or reliability of the information submitted by other users and MediaEdge Communications shall not be held liable for any message or content sent or posted by a user of any MediaEdge Communications services.
- 9.15 MediaEdge Communications are under no obligation to oversee, monitor or moderate any interactive service which may be provided on the Event Site and, without limitation, MediaEdge Communications expressly exclude all liability for any loss, injury or damage whatsoever arising from the use by Client and its Representatives of any interactive service, whether the service is moderated or not.

10. Limitation of Rights Granted

- 10.1 The Client's rights in relation to the Event are strictly limited to those set out in the Package. The Client is not permitted to: (i) exploit any rights of a commercial nature in connection with the Event; (ii)

establish a website specifically relating to the Event; or (iii) other than in accordance with Condition 10.2, otherwise promote or advertise its association with the Event or MediaEdge Communications or undertake any promotional activity in connection with the Event or MediaEdge Communications in any way otherwise than as set out in the Package or with the prior written consent of MediaEdge Communications.

- 10.2 Nothing in Condition 10.1 shall prevent the Client from advertising in a proportionate manner on its own website the fact of its attendance and participation in the Event. This includes providing a web link to the Event's website together with any Event logo. MediaEdge Communications may request for any reason at any time that the Client removes any such promotional material from its website and the Client shall be required to comply with any such request promptly. Nothing in the Agreement shall be construed as granting to the Client any right, permission or licence to: (i) use or exploit MediaEdge Communications' or any member of the MediaEdge Communications' Intellectual Property Rights; or (ii) otherwise exploit any connection with MediaEdge Communications or any event run by MediaEdge Communications in any way.

11. Changes to the Event

MediaEdge Communications reserves the right at any time and for any reason to make changes to the format, content, venue and timings of the Event (including, without limitation, any installation and dismantling periods or conversion of part or the whole of a physical in-person event to a virtual event, and vice versa) without liability. If any such changes are made, this Agreement shall continue to be binding on both parties, provided that the Package may be amended as MediaEdge Communications considers necessary to take account of the changes. MediaEdge Communications will notify the Client of any such amendments to the Package as soon as reasonably practicable.

12. Change of Date or Cancellation of the Event

- 12.1 Without prejudice to Condition 18.1, MediaEdge Communications reserves the right to cancel or change the date(s) of the Event at any time and for any reason (including, without limitation, if a Force Majeure Event occurs which MediaEdge Communications considers makes it illegal, impossible, inadvisable or impracticable for the Event to be held). Conditions 12.2 and 12.3 (as applicable) shall apply.
- 12.2 Where the date(s) of the Event are changed to new date(s) that are within twelve (12) calendar months; or, where the Event is part of an annual series, the rescheduled Event replaces the series edition in the following Calendar Year, this Agreement will continue in full force and effect and the obligations of the parties shall be deemed to apply to the Event on the new date(s) (or the Event in the following Calendar Year as the case may be) in the same way that they would have applied to the original Event. For the avoidance of doubt, nothing in this Condition 12.2 shall excuse the Client from payment of the Fees under the Agreement in accordance with the payment schedule set out in the Application Form.
- 12.3 Where the Event is cancelled and is not rescheduled in accordance with Condition 12.2 above the terms of this Condition 12.3 shall apply:
- (a) if the Event is cancelled, this Agreement will terminate without liability provided that, at Client's election, any proportion of the Fees already paid will be refunded and the Client will be released from paying any further proportion of the Fees;
- 12.4 To the fullest extent permitted by law, MediaEdge Communications shall not be liable to the Client for any loss, delay, damage or other liability incurred resulting from or arising in connection with the changing of the date of the Event or the cancellation of the Event, howsoever arising. The Client acknowledges that provisions of this Condition 12 set out the Client's sole remedy in the event of the changing of the date of the Event or the cancellation of the Event by MediaEdge Communications and all other liability of MediaEdge Communications is hereby expressly excluded.

13. Cancellation by Client

- 13.1 The application for the Package is irrevocable by Client and, save as expressly stated in the Application Form, Client has no rights to cancel this Agreement. Save as expressly set out in this Agreement or in the Application Form, no refunds shall be given and the Fees shall remain due and payable in full.

13.2 To the extent that the Application Form expressly permits cancellation by Client, Client may cancel the Package on written notice to MediaEdge Communications, except where MediaEdge Communications has the right to terminate this Contract under Condition 14.1. Upon any such cancellation by Client, Client shall pay MediaEdge Communications such cancellation fees as are stated in the Application Form. For the purpose of determining any such cancellation fees, if the Event is rescheduled as a result of a Force Majeure Event the relevant dates shall be fixed by reference to the originally scheduled opening date of the Event and not the new opening date of any Event rescheduled pursuant to Condition 12.2.

14. Termination

- 14.1 Either party may terminate the Agreement at any time by written notice to the other if that other party: (i) has committed a material breach of any of its obligations under the Agreement and has not remedied such breach (if the same is capable of remedy) within 14 days of receiving written notice of the breach (or such lesser period as would be required for the breach to be remedied in sufficient time prior to the Event); or (ii) goes into liquidation whether compulsory or voluntary or is declared insolvent or if an administrator or receiver is appointed over the whole or any part of the Client's assets or if the Client enters into any arrangement for the benefit of or compounds with its creditors generally or ceases to carry on business or threatens to do any of these things or suffers any analogous event in any jurisdiction.
- 14.2 Without prejudice to any other right or remedy it may have, in the event that MediaEdge Communications terminates the Agreement under the provisions of Conditions 3.2, 6.11 or 14.1 MediaEdge Communications shall not be required to refund any Fees received from the Client and MediaEdge Communications shall be entitled to submit an invoice in respect of the balance (or the whole as the case may be) of the Fees which will become immediately due and payable. MediaEdge Communications shall not be liable to the Client for any loss or damage of any kind resulting from termination of the Agreement and shall have no further obligations under the Agreement or otherwise to the Client.
- 14.3 MediaEdge Communications may terminate the Agreement without liability immediately at any time by written notice to the Client if MediaEdge Communications determines in its absolute discretion that the provision of the Package to the Client is not in the best interests of the Event or MediaEdge Communications' legitimate commercial interests. In the event that MediaEdge Communications terminates the Agreement pursuant to this Condition 14.3 any proportion of the Fees already paid will be refunded and the Client will be released from paying any further proportion of the Fees. The Client acknowledges that the refund of Fees paid is its sole remedy in the event of termination by MediaEdge Communications under this Condition 14.3 and all other liability of MediaEdge Communications is hereby expressly excluded.
- 14.4 Upon the giving of notice of termination, without prejudice to any other right or remedy it may have, MediaEdge Communications may prevent all access to the Space, remove any Sponsorship, and, if necessary, remove all Client property (including all Materials) from the Space at the Client's risk and expense and MediaEdge Communications shall be free to re-licence the Space and/or resell the Sponsorship elements of the Package. Conditions 7.6 and 9 to 19 (inclusive) shall survive termination of the Agreement.

15. Liability and Indemnity

- 15.1 MediaEdge Communications does not make any warranty as to the Event in general and in particular in relation to: (i) the presence or absence or location of any other sponsor/exhibitor or potential sponsor/exhibitor; or (ii) the benefit or outcome (commercial or otherwise) that the Client may achieve as a result of exhibiting at or sponsoring the Event. Except as set out in these Conditions, to the fullest extent permitted by law, MediaEdge Communications excludes all conditions, terms, representations and warranties relating to the Event and the Package, whether imposed by statute or by the operation of law or otherwise, that are not expressly stated herein.
- 15.2 MediaEdge Communications shall not be liable to the Client for any loss or damage suffered or incurred by the Client in connection with the provision of (or failure wholly or partly of) any services or

goods provided by third parties in connection with the Event or the Package, including, without limitation, in relation to the provision of utilities, freight shipment, the transport and delivery of sponsorship and or exhibition materials to the Venue, work undertaken by third party contractors (whether or not MediaEdge Communications sub-contractors) and services provided by the Venue owners. The Client acknowledges that services provided by MediaEdge Communications official or recommended contractors to the Client are the subject of a separate agreement between the Client and the contractor. Although MediaEdge Communications shall use reasonable care in selecting official or recommended contractors, MediaEdge Communications shall not be liable for any loss or damage suffered or incurred by the Client in connection with the provision of services to the Client by such contractors.

- 15.3 Subject to Condition 15.6: (i) MediaEdge Communications shall not be liable to Client for any indirect, consequential, special, incidental or punitive loss or damage, loss of profits, loss of business, loss of opportunity, loss of goodwill, loss or corruption of data or any other type of economic loss or damage; (ii) MediaEdge Communications shall have no responsibility or liability for any loss (or theft) of or damage to the person, property and effects of the Client or its Representatives; and (iii) MediaEdge Communications' maximum aggregate liability to the Client under the Agreement or otherwise in connection with the Event and/or the Package shall be limited to the total amount of the Fees.
- 15.4 The Client shall indemnify MediaEdge Communications and keep MediaEdge Communications fully and effectively indemnified against any loss of or damage to any property or injury to or death of any person caused by any act or omission of the Client, its Representatives or its invitees.
- 15.5 The Client shall indemnify MediaEdge Communications and keep MediaEdge Communications fully and effectively indemnified against all losses, claims, damages and expenses (including, without limitation, reasonable legal fees) incurred by MediaEdge Communications as a result of a third party claim that either: (i) the display of any products, documents or other materials exhibited by the Client at the Event; or (ii) MediaEdge Communications' receipt or use of the Materials constitutes an infringement of the Intellectual Property Rights of any third party or is in breach of any applicable law.
- 15.6 Nothing in these Conditions shall exclude or limit liability which cannot be excluded by the applicable law.

16. Confidential Information

For the purposes of this Condition 16 "Confidential Information" means information disclosed by a party (the "Disclosing Party") to another (the "Receiving Party") relating to the Disclosing Party's business, products, affairs and finances, clients, customers and trade secrets including, without limitation, customer lists, billing practices, contractual arrangements, technical data and know-how. For the avoidance of doubt, the fact of the Client's participation in the Event shall not be deemed to be Confidential Information. The Receiving Party shall not (except in the proper performance of its obligations under the Agreement) during the continuance of the Agreement or at any time thereafter use or disclose to any person, firm or company (and shall use his best endeavours to prevent the publication or disclosure of) any Confidential Information of the Disclosing Party. This restriction does not apply to: (i) any information in the public domain other than in breach of the Agreement; (ii) information already in the lawful possession of the Receiving Party before its receipt from the Disclosing Party; (iii) information obtained from a third party who is free to divulge the same; (iv) disclosure of information which is required by law or other competent authorities; and (v) information developed or created by one party independently of the others.

17. Data Protection

- 17.1 For the purposes of this Condition 17, the terms personal data, controller, processor, processing, data subject and supervisory authority shall have the meanings ascribed to them under the Regulation.
- 17.2 For the purposes of this Agreement and either party's processing of personal data in connection with this Agreement, the parties agree that each party acts as a data controller. Each party shall (i) only process personal data in compliance with, and shall not cause itself or the other party to be in breach of, Data Protection Law, and (ii) act reasonably in providing such information and assistance as the

other party may reasonably request to enable the other party to comply with its obligations under Data Protection Law. If either party becomes aware of a Reportable Breach relating to the processing of personal data in connection with this Agreement, it shall (i) provide the other party with reasonable details of such Reportable Breach without undue delay, and (ii) act reasonably in co-operating with the other party in respect of any communications or notifications to be issued to any data subjects and/or supervisory authorities in respect of the Reportable Breach. If either party receives any communication from any supervisory authority relating to the processing of personal data in connection with this Agreement, it shall provide the other party with reasonable details of such communication, and (ii) act reasonably in co-operating with the other party in respect of any response to the same. MediaEdge Communications collects, uses and protects personal data in accordance with its privacy policy, which can be found here: www.informa.com/privacy-policy/.

- 17.3 Without prejudice to the generality of Condition 17.2, Client warrants that if it receives any list containing personal data from MediaEdge Communications as part of the Package (a "Data List"), it shall: (i) keep the Data List confidential; (ii) at all times comply with applicable Data Protection Laws and only use the Data List for such purpose(s) as has been agreed with MediaEdge Communications in writing; (iii) not distribute, transfer or assign its rights to the Data List without the prior written consent of MediaEdge Communications, (iv) securely delete or put beyond use the Data List by such time as has been agreed with MediaEdge Communications in writing or such time as is required by Data Protection Law, whichever is earlier, and (iv) provide MediaEdge Communications with reasonable details of any enquiry, complaint, notice or other communication it receives from any supervisory authority relating to Client's use of the Data List, and act reasonably in co-operating with MediaEdge Communications in respect of Client's response to the same. Client acknowledges and agrees that MediaEdge Communications shall only be obliged to provide Client with all or part of any Data List to the extent that it is legally permitted to do so and MediaEdge Communications shall not be liable to Client if the volume of personal data provided to Client is less than anticipated as a result of MediaEdge Communications' compliance with Data Protection Law.

18. General

- 18.1 Without prejudice to Condition 12, if, by reason of any Force Majeure Event MediaEdge Communications is delayed in or prevented from performing any of its obligations under the Agreement, then such delay or non-performance shall not be deemed to be a breach of the Agreement and no loss or damage shall be claimed by the Client by reason thereof. For the avoidance of doubt, nothing in this Condition 18.1 shall excuse the Client from the payment of the Fees under the Agreement.
- 18.2 Each party shall comply with the applicable requirements regarding unfair competition and shall adhere to the highest standards of ethics on a global basis and shall refrain from corrupt business practices and shall prohibit, directly and indirectly, public or private bribery, kickbacks or any other activity that would give rise to a conflict of interest that could adversely influence the judgment, objectivity or loyalty to the business activities and assignments under this Agreement.
- 18.3 Nothing in the Agreement shall create, or be deemed to create, a partnership or joint venture or relationship of employer and employee or principle and agent between the parties.
- 18.4 If and to the extent that there is any conflict between these Conditions and the Application Form, the terms of the Application Form shall prevail.
- 18.5 Each party acknowledges that the Agreement constitutes the entire agreement between the parties in relation to the Event and that it does not rely upon any oral or written representation made to it by the other. No variation of the Agreement shall be effective unless made in writing signed by or on behalf of each of the parties to the Agreement.
- 18.6 No rights under the Agreement may be assigned by the Client without the prior written consent of MediaEdge Communications. The Client may not sub-contract or delegate in any manner any of its obligations under the Agreement to any third party or agent without the prior written consent of MediaEdge Communications.
- 18.7 A person who is not a party to the Agreement shall have no rights under or in connection with it.

18.8 No failure by either party in exercising any right, power or remedy shall operate as a waiver of the same.

18.9 If any provision of the Agreement (or any part of any provision) is found by a court or other authority of competent jurisdiction to be invalid, illegal or unenforceable, that provision or part-provision shall, to the extent required, be deemed not to form part of the Agreement and the validity and enforceability of the other provisions of the Agreement shall not be affected.

19. Governing Law and Jurisdiction

The Agreement is governed by the laws of the Province of Ontario, Canada exclusive of the choice of law rules of any jurisdiction, and the Client submits to the exclusive venue and jurisdiction in Toronto, Ontario. Nothing in this Condition 19 shall prevent or restrict MediaEdge Communications from pursuing any action against the Client in any court of competent jurisdiction. Both parties agree to waive any rights to trial by jury.

THIRD PARTY VENDORS

Robinson Show Services

2066 Concession Rd #3, Palgrave, ON, L0N 1P0
416-878-7766 | adam@robinsonshowservices.ca

Exhibitorinsurance.com (commercial general liability insurance coverage)

2780 Highway 7 Concord, ON L4K 3R9
info@exhibitorinsurance.com

Caldas Buildings Services Inc. (Cleaning Services)

6900 Airport Rd, Mississauga, ON L4V 1E8
info@caldas.ca

Encore A/V (Internet, A/V, etc.)

6900 Airport Rd, Mississauga, ON L4V 1E8
TICC@EncoreGlobal.com

ShowTech (Power, lighting, rigging, etc.)

6900 Airport Rd, Mississauga, ON L4V 1E8

CONEXSYS Registration Ltd.

34 7050B Bramalea Rd, Mississauga ON L5S 1S9
905-405-8415

Logistics & Customs Brokerage

Brian Moore
Beyond Borders Logistics & Consulting Inc.
905.808.1006 | brian@beyond-bordersLC.com

SPONSORSHIP CONTRACT



AGREEMENT MADE BETWEEN:

| | |
|-------------------|-----------------|
| Name | Company |
| Title | City |
| Address | Postal/Zip Code |
| Province/State | Country |
| Telephone | Cell |
| Email | Website |
| Logistics Contact | Phone/Email |

Sponsorship Rates (+HST)

| Contract Description Summary | Qty | Rate | Amount |
|--|---------|----------|--------|
| <input type="checkbox"/> Diamond Presenting | | \$12,500 | |
| <input type="checkbox"/> Platinum Show Guide | | \$10,000 | |
| <input type="checkbox"/> Platinum Attendee Registration | | \$10,000 | |
| <input type="checkbox"/> Platinum Product Talks Feature Area | | \$10,000 | |
| <input type="checkbox"/> Platinum Demonstration Area | | \$10,000 | |
| <input type="checkbox"/> Gold Chair's Reception | | \$7,500 | |
| <input type="checkbox"/> Gold Lounge Sponsor | | \$7,500 | |
| <input type="checkbox"/> Gold Networking Receptions | | \$6,000 | |
| <input type="checkbox"/> Gold Delegate Bag | | \$6,000 | |
| <input type="checkbox"/> Silver Coffee | | \$4,500 | |
| <input type="checkbox"/> Silver Seminar | | \$3,000 | |
| <input type="checkbox"/> Bronze Product Talks - Demo | | \$1,200 | |
| | HST 13% | | |
| | Total | | |

Payment Schedule

Deposit Payment Due 50% Due **Now**
 Final Payment Due 50% Due **January 6, 2025**

Cancellation and Relocation Policy:

Management shall in no event be required to make any rebate or refund to Sponsor in connection with any cancellation of this Agreement. Sponsor is required to make full payment on all contracted Sponsorship and cancellation of Sponsorship does not relieve Sponsor of their obligations.

Payment Information / Acceptance of Contract

| | |
|-----------|--------|
| By: | Title: |
| Signature | Date: |

Office Use only: DO NOT WRITE

| | |
|---------------------------|---|
| Space Assigned: | Email your signed contract to the "Canadian Roofing Contractors Association" office at crca@roofingcanada.com . Questions? Visit the CREXpoCT website: www.canadianroofingexpo.ca |
| Accepted for CREXpoCT by: | |