



# **Helicopter Association of Canada**

## **21<sup>th</sup> Annual CONVENTION AND TRADE SHOW**

**November 11-13, 2016  
Edmonton Shaw Conference Centre  
& Westin Edmonton Hotel  
Edmonton, Alberta**

## **EXHIBITOR PROSPECTUS AND AGREEMENT**

Initials: \_\_\_\_\_  
HAC      Exhibitor



## HELICOPTER ASSOCIATION OF CANADA

21<sup>th</sup> Annual Convention and Trade Show  
November 11-13, 2016  
Edmonton, Alberta

### EXHIBITOR AGREEMENT

In this agreement, the term “Exhibitor” means all employees and/or subcontractors of employees and the “Exhibition” means the HAC 2016 Convention and Trade Show taking place at the Edmonton Shaw Conference Centre and the Westin Edmonton Hotel, Edmonton, Alberta, Canada, November 11 – 13, 2016. “HAC” means Helicopter Association of Canada, its employees and contractors.

#### APPLICATION FOR EXHIBIT SPACE/AGREEMENT

Requests for standard exhibit space must be made on the Exhibit Space Application/Agreement form located both on-line and on the HAC website and shall contain particulars of the exhibit. When this agreement has been executed by the HAC and the Exhibitor and full payment has been made, the application will form the agreement and the application will be processed. **Full payment must accompany the application form.** The HAC reserves the right to accept or refuse any application in their sole and unfettered discretion. A copy of the fully executed agreement will be returned to the Exhibit Coordinator, and the cancellation policy will take effect. Please note terms and conditions for the application and retention of the HAC Associate rate for exhibit space and terms, conditions and penalties or premiums for non-payment of HAC Associate renewal fees as it relates to exhibit fees as outlined below

#### TYPES OF EXHIBITS

Exhibits shall be only those products or services directly related to the design, operation, or servicing of helicopters, unless otherwise approved by HAC.

#### TRADE SHOW BOOTH PRICES – Standard Exhibits

Exhibit spaces are 10' x 10' or multiples of, with an 8' high back and two 3' side wings. Any exhibitor planning a display that exceeds the standard wall heights or impedes the sight line of the neighboring exhibitors must receive prior written approval from HAC. Colours will be confirmed in the exhibitor service kit distributed after applications have been received.

**HAC Operator Member or Associate:**

**C\$17.50/sq. ft.**

**Non HAC Operator Member or Associate:**

**C\$20.25/sq. ft.**

#### EXHIBIT RATES

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To exhibit at the HAC rate, your annual renewal for HAC fiscal year 2016/2017, equal to the annual dues level appropriate for your organization, must be received before or at the time space applications are confirmed.

Your booth (each 10x10) purchase includes:

2 Exhibitor Partial Conference Registrations to a **maximum of 6**  
 (Keynote Lunch not included)  
 2 Continental Breakfasts in the trade show (Sat. & Sun.)  
 2 Cocktail Receptions in the trade show hall (Fri. & Sat.)  
 Access to HAC Skidz Bar and HAC After Hours events  
 Access to Conference Speaker Series

**Please Note:**

HAC annual renewal is due September 1, 2016 for the Edmonton 2016 fiscal year. In order to maintain HAC rate for exhibit space, renewal must be paid in full by September 30, 2016 for the Conference 2016/2017 fiscal year. Non-renewal will result in a non-HAC rate premium being assessed and paid on or before October 14, 2016 or booth space will be released for resale – no refund.

The Premium is assessed as the difference between the HAC rate per square foot and non-HAC rate per square foot. HAC Operator Member or Associate applicants MUST agree by initial to this stipulation to maintain HAC rate for space.

To become an Operator member or Associate of HAC, visit [www.h-a-c.ca](http://www.h-a-c.ca) to join online.

If you have questions, or require assistance, please contact:

Barbara Priestley, HAC Member Services

Tel: (613) 231-1110 ext 237 Email: [barb.priestley@h-a-c.ca](mailto:barb.priestley@h-a-c.ca)

**TAX**

All fees are subject to applicable taxes. 5% GST.

**EXHIBIT HOURS (Subject to change)**

Friday, November 11	Exhibitor Move-in	0800 - 1400
Friday, November 11	Chair's Reception	1700 - 1930
Saturday, November 12	Trade Show	0900 - 1215
	Closed for Keynote Luncheon	
Saturday, November 12	Trade Show	1400 – 1600
Saturday, November 12	Reception	1600 – 1800
Sunday, November 13	Trade Show	0900 – 1400
Sunday, November 13	Exhibit Dismantle	0900 – 1700

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To maximize delegates' visits to your booth, all meal functions EXCEPT the Keynote Luncheon Conference on Saturday, November 14th will be served in the exhibit hall. During these hours all booths must be staffed and displays open. The trade show hall will be closed during the Keynote Luncheon

### **ALLOTMENT OF SPACE**

An exhibit hall must be laid out so as to facilitate the flow of traffic of attendees and to provide an overall balance to the hall, while addressing the locations of utility ports, columns, Fire Marshall regulations, facility move-in/out- door sizes and locations, and other restrictions. HAC reserves the right to assign space subject to these parameters and to relocate a booth, should unforeseen circumstances arise. The HAC in their absolute discretion shall deal with all applications for space. The HAC shall be entitled for any reason which, in their opinion, is in the general interest of the Exhibition, to vary the general layout or the situation and area of any particular exhibit space in substitution for that originally allotted and the Exhibitor shall be bound by the HAC's decisions with respect to the allotment of space. Booth separation of competitors is not guaranteed.

### **PRIORITY ALLOTMENT OF SPACE**

#### **Priority 1: HAC Corporate Sponsor Companies**

All those companies who are HAC 2016 Corporate Sponsors are offered first selection of booth space. They have until **May 16, 2016** to submit an application for Exhibit Space (before space is offered to other HAC members, Associates and previous HAC exhibitors) Space will be assigned in the order in which the applications are received.

#### **Priority 2: HAC Associates & Previous Exhibitors**

All those companies who are current HAC Associates or were HAC 6 Exhibitors, but not Corporate Sponsors, have until **June 30, 2016** to submit an application for Exhibit Space (before space is allocated to non HAC Associates) Space will be assigned in the order in which applications are received and after Priority 1 exhibitors have been placed. **Full payment is required with application.**

#### **Priority 3: All Others**

All those companies not meeting the criteria of Priority 1 or Priority 2 exhibitors will be assigned space in the order in which their applications are received and after Priority 1 and Priority 2 exhibitors have been placed. **Full payment is required with application.**

### **OCCUPATION OF SPACE**

If the Exhibitor fails to occupy its allocated booth space by 1400 on Friday, November 11, 2016, then all payments in respect of the booth space shall be forfeited to the HAC. The HAC has the absolute right to re-let the space without compensation to the Exhibitor and/or claim full payment for the space under the terms of this agreement.

### **USE OF SPACE**

Any other corporate entity or individual may not occupy space leased by the Exhibitor in whole or in part except by express written permission of the HAC. Applications must be submitted in writing prior to the Show Date. No Exhibitor shall assign, sublet or share their exhibit space with another business or firm unless approval has been obtained in writing from the HAC.

**No Food** of any kind shall be brought into the exhibit hall, which has not been purchased by Edmonton Shaw Conference Centre.

**No alcohol** of any kind shall be brought into the exhibit hall, which has not been purchased by Edmonton Shaw Conference Centre.

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Any infraction of these terms may result in the exhibitor being asked to leave the exhibition floor immediately and forfeit their opportunity to exhibit for the balance of the event. Should you wish to serve any food or beverage items within your exhibit space, we invite you to contact the Edmonton Shaw Conference Centre to make these arrangements.

**INSTALLATION OF STANDARD EXHIBITS - Friday, November 11, 0800 - 1400**

Exhibitors requiring additional set up time are required to contact HAC Administrative Services at: (613) 231-1110 x 237.

**DISMANTLING OF STANDARD EXHIBITS - Sunday, November 13, 1400 – 1700**

Exhibitors requiring additional dismantle time are required to contact HAC Administrative Services at (613) 231-1110 x 237.

**SERVICE CONTRACTORS**

Levy Show Services Inc. has been selected as the Official HAC Edmonton 2016 Service Contractor. An Exhibitor Service Kit will be distributed to your Exhibit Coordinator.

Levy Show Services Tel: (604) 277 1726 Email: [operations@levyshow.com](mailto:operations@levyshow.com)

**Levy Show Services Inc. has been appointed HAC Edmonton 2016 Official Services Provider to the HAC 21<sup>st</sup> Annual Convention and Trade Show for the following services:**

- **Classic Furnishing**
- **Specialty Furnishings**
- **Carpet Rental**
- **Signs/Graphics**
- **Installation/Dismantle Supervision**
- **Labour**
- **Transportation/Customs**
- **Rental Displays – Standard and Custom**
- **Material Handling**
- **Carpet Cleaning**
- **Plants**

**BOOTH CARPET**

Your booth does NOT include carpet. All booths are required to either provide or rent carpet suitable for the size of their space. For carpet rental contact Levy Show Services Inc. Rental forms included in exhibitor kit. Should your booth not be carpeted prior to Trade Show opening, carpet will be installed at exhibitor expense.

**BOOTH FURNISHINGS**

Your booth **does not include furnishing nor electrical service**. Furnishings may be ordered through your show contractor, Levy Show Services Inc. Forms will be available in the exhibitor service kit distributed by Levy after applications have been received.

**BOOTH ELECTRICAL**

The HAC will provide general room lighting. Exhibitors' electrical requirements are **not included** in the price of booth space and are the responsibility of the exhibitor. Edmonton Shaw Conference Centre will exclusively provide electrical services. Order forms will be available in the exhibitor service kit distributed by Levy Show Services after applications have been received.

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## BOOTH AUDIO VISUAL

To facilitate any requirements for Audio Visual Rentals, HAC will provide a link via the Conference Website to their official AV partner once the AV partner has been selected.

## SHIPPING

**Pre-Convention:** Edmonton Shaw Conference Centre **will not accept shipments**. It is strongly recommend that exhibitors ship through Levy Show Services Advance Warehouse. Forms will be included in the exhibitor package.

**Post-Convention:** All freight must leave by 5pm November 13, 2016 Freight remaining will be considered abandoned and will be removed by Levy Show Services at the exhibitor's expense.

## EXHIBITOR REGISTRATIONS

Each booth space rented and paid for **INCLUDES** two (2) complimentary, partial registration packages. The partial registration package includes access to all meetings, presentations, the Trade Show, the Annual General Meeting, and all food and beverage functions served within the Exhibit Hall.

The partial registration package **EXCLUDES** admission to the Saturday, November 12<sup>th</sup> Keynote Luncheon. Tickets for the Keynote Luncheon may be purchased separately using the Exhibitor Booth Personnel Registration Form or on-line through the exhibitor portal. Additional personnel are required to purchase conference registration. Conference Registration will be available on-line.

**NOTE: HAC Associates:** the # 4 and more discounted conference registration rate is available to HAC Operator Members only in an effort to encourage greater participation of Operator Members.

HAC rates are not extended to guests, customers, companions or other participants. Guests, customers or other participants must register independently as Full Registrations under their own company or personal names.

Spouse Registrations must meet the criteria.  
ALL Registration details are available on the Attendee Registration Form.

**MEDIA RELEASE:** By registering and/or attending this event, you hereby consent to and authorize HAC to use your name and any photographs, images and/or audio-video within which you may be included on HAC's website ([www.h-a-c.ca](http://www.h-a-c.ca)) as well as in HAC print and marketing publications without compensation and further explicit authorization. The use of such media by HAC will be solely for educational, promotional and informational purposes.

## SPONSORSHIP & MARKETING OPPORTUNITIES

HAC will make available a prospectus outlining a variety of Sponsorship and Marketing opportunities related to the 2016 Conference. The prospectus will be available on line once released. To discuss Sponsorship or Marketing opportunities please contact Barbara Priestley: [barb.priestley@h-a-c.ca](mailto:barb.priestley@h-a-c.ca) or call (613) 231-1110 ext 237

## ADVERTISING MATTER

All handbills, printed matter or advertisements of any kind intended for distribution or display within the Exhibition may only be distributed from the Exhibitor's stand and the Exhibitor shall not distribute printed matter, or literature, of any nature in the vicinity of the entrances or exits. Exhibitors must not station any attendants, or place anything in or over the gangways, or upon any space other than that allotted to them. Attendants must not promenade in the Exhibition Building for advertising purposes, nor

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use audible means of attracting the attention of visitors, to the annoyance or inconvenience of other Exhibitors. The Exhibitor agrees not to extend invitations, call meetings, hospitality events or otherwise encourage the absence of industry attendees from the exhibit hall and meeting rooms during the hours of all show activities.

#### **FOOD, BEVERAGE, TOBACCO, AND ALCOHOL**

The sole right for the distribution and sale of any article of food, drink (whether alcoholic or not) or tobacco is held by the Edmonton Shaw Conference Centre and no Exhibitor may sell, give away or distribute any such article without the written consent of the HAC.

#### **CLEANING AND/OR DAMAGE**

The HAC will arrange cleaning of all public areas. Exhibitors requiring special cleaning services agree to make arrangements, at their own expense, with Edmonton Shaw Conference Centre, forms to be included in the exhibitor kit. Exhibitors are responsible for the cleaning of their own exhibit space immediately following the close of the Exhibition. Exhibitor spaces left in an untidy condition will be cleaned by the HAC and the Exhibitor will be charged by the HAC in an amount in the sole discretion of the HAC. The Exhibitor is liable for any damage caused to the building floors, walls or columns. The exhibitor may not apply paint, lacquer, adhesives, stickers, or other coatings to any part of the floor or building.

#### **EFFECT AS DEFAULT IN PAYMENT**

In the event that an Exhibitor shall fail to pay all amounts due hereunder when due, the HAC may, without affecting remedies of the HAC, bar the Exhibitor from taking possession of the space granted by this agreement, may retain any sums previously paid by the Exhibition without any rebate of allowance whatsoever to the Exhibitor.

#### **INSURANCE LIABILITY**

The HAC will not be responsible for damage to property or any exhibit caused by fire, storm, tempest, lightning, national emergency, war, labor dispute, strikes, lockouts, civil disturbance, explosions, inevitable accidents, force majeure, or any other cause or for any loss if damage occasioned, if by reasoning of the happening of such events, the opening of the Exhibition is prevented or postponed or abandoned, or the building becomes wholly or partially unavailable for the holding of the Exhibition.

The Exhibitor shall, from the time of assuming control over the rented space, maintain Public Liability and Property Damage Insurance, to a limit of CAN\$2,000,000 inclusive, until the rented space is released back to the HAC. The Exhibitor agrees that they must be able to show proof of insurance in the amount of CAN\$2,000,000 Bodily Injury and Property Damage. This provision also applies to any contractor they may employ.

The Exhibitor agrees that this Insurance Policy held by the Exhibitor must name the Helicopter Association of Canada (HAC) as an Additional Insured.

The Exhibitor assumes the entire responsibility and liability for losses, damage and claims arising out of any loss, injury or damage to exhibitor's displays, equipment and other property brought onto the premises of the Edmonton Shaw Conference Centre and shall indemnify and hold harmless the Edmonton Shaw Conference Centre, the HAC, the Convention agents, servants and employees from any and all such losses, damages and claims. The Exhibitor acknowledges that the Edmonton Shaw Conference Centre shall not maintain insurance covering exhibitor's property and it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance, or any other such relevant coverage's as may be required, covering such losses by the Exhibitor. The Exhibitor acknowledges that neither the HAC nor Edmonton Shaw Conference Centre provide security services for exhibits or Exhibitors under the terms of this Agreement, and Exhibitors in need of security

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services should contract those services independently, with the approval of the HAC.

**SEVERABILITY**

If any changes of clauses or part or parts of clauses in the Contract and Regulations and Conditions are illegal, unlawful or unenforceable, it or they shall be considered separate and severable from the agreement and the remaining provisions of the agreement shall remain in full force and effect and shall be binding upon the parties hereto as though the clause or clauses or part or parts of clauses had never been included.

**CANCELLATION POLICY**

Exhibit space may be cancelled by notifying HAC Administrative Services **in writing only**. Cancellations received up to and including September 7, 2016 will receive a 50% refund. **Cancellations received after September 7, 2016 will not be reimbursed.**

At any time you require assistance or additional information contact:

Barbara Priestley, Member Services  
Helicopter Association of Canada,  
2210 Prince of Wales Drive, Unit 502  
Nepean, ON K2E 6Z9  
Email: [barb.priestley@h-a-c.ca](mailto:barb.priestley@h-a-c.ca)  
Tel: (613) 231-1110 ext 237, Fax: (613) 369-5097

**We proudly salute our 2016 Corporate Sponsors:**



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