

# CBA Canadian Legal Conference & Expo

August 15-17, 2010

Sheraton on the Falls  
Niagara Falls, Ontario



THE CANADIAN  
BAR ASSOCIATION

L'ASSOCIATION DU  
BARREAU CANADIEN

# Exhibitor Prospectus

Your Invitation to Exhibit



# CBA Canadian Legal Conference & Expo

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## 42% of delegates saw products/services they were not aware of!

The Canadian Bar Association invites you to exhibit at Canada's premier legal conference and Expo, to be held in Niagara Falls, Ontario, August 15-17, 2010.

The Expo, held concurrently with the CBA's Canadian Legal Conference, provides your organization with an unparalleled opportunity to market and showcase your products and services to Canada's legal professionals, network with them, and position and reinforce your presence in their minds.

By participating at the CBA Expo you will gain access to, and increase your company's visibility with an influential group of purchasers and decision-makers.

- ◆ 46% of delegates earn \$200 K+ annually, 70% earn more than \$100 K annually, and 51% of delegates are women.
- ◆ More than 54% of delegates are from private practice, and 50% of this group composes partners.

Over 900 senior lawyers and legal administrators will assemble in Niagara to learn, network and discover the latest technology, products and services to help their practices be more competitive and cost-effective.

- ◆ 71% of delegates attended the Expo in 2008;
- ◆ 80% visited the Preferred Supplier area;
- ◆ 42% saw products/services they were not aware of;
- ◆ 63% planned on making a purchase within the next several months; and
- ◆ 37% participated in the Passport Program.

**Don't miss  
your chance to be part  
of Canada's largest  
and most cutting-edge  
legal Conference  
and Expo.**

### What are they looking for?

- ◆ legal software and computer hardware
- ◆ leisure products - artwork, clothing
- ◆ office technology and furniture products
- ◆ financial services
- ◆ insurance
- ◆ legal publishers
- ◆ document management
- ◆ recruiters
- ◆ travel services, car manufacturers, and clothiers

### Space Is Limited — Sign Up Today.

For a prime location, return the enclosed application today.

Assignment of exhibit space is based on the date that your application and deposit are received.

**Contact:** Blair Tryon, Expo Manager  
Tel: (613) 238-4075 ext. 227  
Fax: (613) 236-2727  
E-mail: [cba@intertaskconferences.com](mailto:cba@intertaskconferences.com)



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## Benefits of participating in the 2010 CBA Expo:

- ◆ Canada's premier legal conference and Expo;
- ◆ Access to prospect and qualify more than 900 senior lawyers, judges and legal administrators;
- ◆ Position and reinforce your presence in the minds of Canada's legal professionals;
- ◆ Increase your company's visibility to an influential group of purchasers and decision-makers;
- ◆ Cost-effective way to conduct and close sales;
- ◆ Company listing and 50-word description in the Show Guide published in the July/August issue of *National*, the official journal of the CBA, and distributed on-site;
- ◆ Annual Kick-off Reception (Sunday, August 15) to open the Conference and Expo on the exhibit floor; and
- ◆ Continuous refreshments available in the Expo on Monday and Tuesday.

As an added benefit, Exhibitors will receive four (4) full access passes to the educational programs and complimentary social activities, providing increased marketing and networking opportunities. The main conference sessions are taking place at the Sheraton on the Falls with receptions and events throughout the vineyards of Niagara. In 2009, 77% of delegates indicated that networking and social programs were a primary reason for attending the Conference.

## What is included in the purchase of each 8' x 10' exhibit space and 5' x 8' tabletop?

- ◆ Standard 8' x 10' exhibit package: draped side and back walls, 6-foot draped table, 2 chairs and 1 wastebasket;
- ◆ Standard 5' x 8' tabletop package: draped back wall, 6-foot draped table, 2 chairs and 1 wastebasket;
- ◆ Access to 120V (750W) outlet;
- ◆ Complimentary company name sign (text only);
- ◆ Four (4) full access passes per 8' x 10' exhibit space; one (1) per tabletop; and
- ◆ 24-hour perimeter security.

## Partial Listing of Past Exhibitors

Avis Rent-A-Car

Canada Law Book

Canadian Process Serving

CDMS Inc.

Chicago Title Insurance Company

Corporations Directorate, Industry Canada

CourtCall

Crescendo Systems Corporations

Data Cert

Department of Justice Canada

Dexco Corporation

Dye & Durham Co. Inc.

Emergis Inc

Equitrac Corporation

Fujitsu Canada

Grand & Toy

Interwoven Inc.

Iron Mountain

JASgroup Technologies Inc.

LexisNexis Canada

National Magazine/Rogers Media

NetLegal

Philips Speech Processing

Robert Half Legal

Rogers Wireless & Rogers Business Solutions

Stanford Brands

Stewart Title Guaranty Company

Syntapa Technologies Inc.

Taran Virtual Associates

T.E. Wealth / T.E. Mirador

Thomson Carswell

The Canadian Bar Insurance Association

TitlePlus

Virtual Bottomline Systems Inc.

**And many more...**



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## Installation of Exhibits

- ◆ **Saturday, August 14**  
08:00 to 18:00
- ◆ **Sunday, August 15**  
07:00 to 09:00  
(hand carried only)

## EXPO Hours and Events

- ◆ **Sunday, August 15**  
11:00 to 14:00, Annual Kick-off Reception
- ◆ **Monday, August 16**  
08:30 to 16:30, Refreshments served all day,  
Buffet Lunch, Daily Prize Draws (EXPO Passport)
- ◆ **Tuesday, August 17**  
08:30 to 12:30, Refreshments served all day,  
Daily Prize Draws (EXPO Passport)

## Dismantling of Exhibits

- ◆ **Tuesday, August 17**  
15:00 to 20:00

Refreshments (coffee/tea/juice/water) will be served throughout the day on Monday and Tuesday in the Expo. CLC Professional Development Sessions, Opening Plenary, Section Meeting, Breakfasts and Closing Lunch will be held at the Sheraton on the Falls.





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## Application & Contract for Exhibit Space

Company Name \_\_\_\_\_  
(Please list name as it should appear on printed materials. Do not use capital letters unless your official name is all caps.)

Name of Exhibitor Contact \_\_\_\_\_ Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ Province/State \_\_\_\_\_ Postal/Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ Facsimile \_\_\_\_\_ E-mail \_\_\_\_\_

Type of products/services to be displayed \_\_\_\_\_

### We hereby apply for the following exhibit space:

EXHIBIT SPACE	REGISTRATION (on or before Feb. 22, 2010)	LATE REGISTRATION (after Feb. 22, 2010)	AMOUNTS (\$)
<input type="checkbox"/> 8' x 10' @	\$ 2,200	\$ 2,400	= \$ _____
<input type="checkbox"/> 5' x 8' Tabletop @	\$ 1,200	\$ 1,300	= \$ _____
	Up until April 30, add: 5% GST (Reg.#106843444 RT0001)		\$ _____
	As of May 1, add: 13% HST (Reg.#106843444 RT0001)		\$ _____
	<b>TOTAL AMOUNT DUE</b>		\$ _____

This application will not be processed unless accompanied by a deposit of 50% of the exhibit rental fee. Outstanding balances are due by April 23, 2010. Applications submitted on or after this date must be accompanied by payment in full. Your cheque for the exhibit space should be made payable to the **Canadian Bar Association**.

Preferred booth location: 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_

*Exhibit space is assigned on the basis of the date the application and deposit are received, and accepted. Show Management reserves the right to determine the final allocation of booth space.*

### Authorization

I am the authorized representative of the above-named organization with the full power and authority to sign and deliver this application. The company agrees to comply with all of the policies contained in the Exhibitor Manual and the Terms of Agreement - Rules and Regulations furnished on the back of this application form.

Name of Authorized Officer \_\_\_\_\_ Title \_\_\_\_\_

Signature of Authorized Officer \_\_\_\_\_ in \_\_\_\_\_ Date \_\_\_\_\_  
City

### Please return this application form with your payment to:

#### CBA EXPO

275 Bay Street, Ottawa ON K1R 5Z5 Canada  
Tel: (613) 238-4075 • Fax: (613) 236-2727  
E-mail: CBA@intertaskconferences.com

#### PLEASE RETAIN A COPY FOR YOUR RECORDS

Upon acceptance by Show Management, a signed copy of this contract will be returned to you as your confirmation, along with a Statement of Account.

#### For Show Management Use Only

Record No:	_____
Booth(s) Assigned:	_____
Deposit:	_____
Balance:	_____
GST Paid:	_____
Confirmation Sent:	_____
Date:	_____
Size:	_____
Payment Date:	_____
Payment Date:	_____
Accepted By:	_____
Final Invoice Sent:	_____

## Terms of Agreement — Rules and Regulations

1. Exhibitors will have complimentary access to one 120V (750W) outlet. All additional electrical wiring and outlets shall be at the Exhibitor's expense. All operating electrical equipment used in the exhibit must have C.S.A. or equivalent provincial power authority.
2. Space contracted by the Exhibitor may not be sublet without the prior written permission of the CBA.
3. The Exhibitor agrees to abide by all rules and regulations adopted by the CBA in the best interests of the exhibition, and agrees that the CBA shall have the final decision in adopting any rule or regulation deemed necessary prior to, during and after the exhibition.
4. The Exhibitor will be liable for and will indemnify and hold harmless the CBA and Intertask Conferences from any loss or damages whatsoever suffered by the CBA or Intertask Conferences as a result of any loss or damages whatsoever occurring to or suffered by any person or company, including, without limiting the generality of the foregoing, Exhibitor, or other Exhibitors, the CBA, Intertask Conferences, the owner of the building and their respective agents, servants and employees and members of the public attending the Exhibition, either on the said space or elsewhere if said loss or damages arose from or were in any way connected with Exhibitor's occupancy of said space.
5. This contract may be canceled by either party, provided written notice is received by the other at least four (4) months prior to the first day of the exhibition, in which case all monies paid by the Exhibitor will be refunded. If the Exhibitor cancels after this date, but prior to 60 days before the exhibition, then it shall forfeit two thirds of the total contracted space costs. If the Exhibitor cancels within 60 days prior to the exhibition, it shall be liable for 100% of the total contracted space costs. By canceling this contract, the Exhibitor forfeits all rights or claims to the allocated space and the CBA is free to rent it to others and collect the cancellation charge as liquidation damages.
6. The CBA reserves the right to alter or change the space assigned to the Exhibitor.
7. The CBA reserves the right at any time to alter or remove exhibits or any part thereof, including printed materials, product signs, lights or sound, and to expel an Exhibitor or its personnel if, in the CBA's opinion, their conduct or presentation is objectionable to other exhibition participants.
8. The Exhibitor agrees to confine its presentation within the contracted exhibit space only and to distribute only printed material or promotional items that relate directly to the product or service of the contracted Exhibitor. Any presentation is to be within the maximum height set by exhibition rules and regulations, and the exhibit space must be staffed during exhibition hours.
9. All goods shipped to the exhibition must be clearly marked with the name of the Exhibitor and the number of its space. Goods must not be shipped to the exhibition for shipping charges to be paid on arrival, as these will not be accepted by the CBA. The CBA assumes no responsibility for loss or damages to goods before, during the period of the exhibition, nor after its closing.
10. Each Exhibitor has the responsibility of maintaining adequate insurance coverage against injury to persons, damage to or loss of property, products, equipment or decoration and inability to meet its obligations outlined in this Application & Contract for Exhibit Space, Terms of Agreement — Rules and Regulations. The following insurance coverage will be mandatory:
  - i) Comprehensive General Liability insurance with a minimum limit of \$5,000,000 CDN.
  - ii) The Policy shall include the CBA, Intertask Conferences, and the Sheraton on the Falls as additional named insureds and shall contain a cross-liability clause.
11. Exhibitors who desire insurance on their exhibit and staff must place the same at their own expense. The CBA shall not be liable for any loss or damage to the property of the Exhibitor or their employees due to fire, robbery, accidents or any cause whatsoever, that may arise for use and occupancy of the leased space of the Sheraton on the Falls. The Exhibitor agrees to indemnify and hold harmless the CBA, Intertask Conferences, the Sheraton on the Falls and their employees against any and all claims of any person whomsoever, arising out of acts of omission of Exhibitors or their employees (Exhibitors shall furnish their own public liability insurance). The CBA assumes no liability for damages or losses resulting from, or related to, the failure of the Exhibitor to comply with the provisions of this Agreement. If, due to unforeseen circumstances beyond the control of the CBA, the Exhibitor's materials do not arrive in time for display during the entire period of the Exhibition, or any portion thereof, the CBA assumes no liability for damages or losses to the Exhibitor and is under no obligation to refund the Exhibitor's fees.
12. The Exhibitor agrees that no display may be dismantled or goods removed during the entire run of the exhibition but must remain intact until the closing hour of the last day of the exhibition. The Exhibitor also agrees to remove its exhibit equipment and appurtenances from the Sheraton on the Falls by the final move-out time limit or in the event of failure to do so, the Exhibitor agrees to pay for such additional costs as may be incurred.
13. The CBA reserves the right at its sole discretion to change the date or dates upon which the exhibition is to be held and shall not be liable in damages or otherwise by reason of any such change. In addition, the CBA shall not be liable in damages or otherwise for storm, flood, war, rebellion, insurrection, riot, civil commotion, strike or by any cause whatever beyond the control of the CBA, whether similar to or dissimilar from the causes enumerated herein. In the event that the exhibit space to be used by the Exhibitor should in any way be rendered unusable, the Exhibitor shall pay for such space only for the period during which it was or could have been used as determined within the sole discretion of the CBA. A refund of all monies paid by the Exhibitor to the CBA will be made by the CBA in the event that the exhibition is not held as proposed by the CBA.
14. The CBA reserves the right to cancel this contract and to withhold possession of exhibit space if the Exhibitor fails to perform any material condition of this contract or refuses to abide by the exhibition rules and regulations, in which case the Exhibitor shall forfeit as liquidation damages all space rental payments by them and any further occupancy of such space.
15. The Exhibitor agrees to observe all union contracts and labour relations in force, agreements between the CBA, official contractor serving companies and the building in which the exhibition will take place and act according to the labour laws of the jurisdiction in which the building is located and observe the provisions of the provincial Human Rights Code and the Labour Standards Act in the hiring and treatment of exhibit booth staff.

INITIALS: \_\_\_\_\_