



BITE OF THE VALLEY 2012

APPLICATION TO EXHIBIT + CONTRACT

Please complete, sign & forward with payment to:
Executive Event Production Inc
Unit 104 – 16433 – 64th Ave
Surrey, BC V3S 6V7 (Buzzer 6414)
OR Fax to: 604.576.8853
Tel: 604.576.8859 Email: betty@eat-fraservalley.com

September 14 – 16, 2012
Tradex Exposition Centre, Abbotsford, BC

Please complete the information below.

Exhibiting Restaurant Name _____

Address _____ City _____

Prov _____ Postal Code _____ e-mail _____

Ph (____) _____ Fx (____) _____ Web _____

In addition to prepared food and beverage for on-site consumption, I will be selling my own branded products as listed below:

Please indicate your preferred choice of booth location in the Bite of the Valley (Booths 1 - 10)

1st _____ 2nd _____ 3rd _____ 4th _____

EXHIBIT SPACE FEES	Booth Fee	\$ 495.00
	12% HST	\$ 59.40
	Total Payable	\$ 554.40

PAYMENT METHOD

Check Enclosed Payable to Executive Event Production **OR** Charge to my Visa MasterCard

Card Number _____ Expiry Date _____ Amount to charge \$ _____

Cardholder Name _____ Cardholder Signature _____

Given the agreement on this application and subject to the conditions expressed herein, the company listed on this document agrees to abide by the terms and conditions outlined on the reverse of this Application to Exhibit and Contract and to the terms stated in the Bite of the Valley Participation & Menu/Retail Sales form.

Name _____ Signature of Authorized Agent _____

Title _____ Contact Phone _____

Date: _____ Email: _____

Note Incomplete applications or those without the accompanying registration fee cannot be processed.
HST Registration No. RT 862746245

Accepted by Show Management _____ Date _____

Booth Assigned _____ Amount of Payment Received \$ _____

Fraser Valley Food Show

Terms & Conditions – BITE OF THE VALLEY

The company or individual named on the contract shall be referred to as the Exhibitor. Executive Event Production Inc. producers of EAT! Fraser Valley shall be referred to as Show Management. TRADEX shall be referred to as the Facility.

The exhibitor assumes all responsibility for its property, including any and all loss, theft, or damage to Exhibitor's displays, equipment and other property while on the premises of the Facility and hereby waives any demand or claim it may have against the Facility, Show Management, all service contractors, including its staff members and officers. All property will remain under the custody and control of the Exhibitor whether in transit to and from the Facility, or within the Facility or within the confines of its booth space. In addition the Exhibitor agrees to defend, if requested, indemnify and hold harmless Show Management, the Facility, all service contractors and their respective parent, subsidiary and other related or affiliated companies from and against any liabilities, claims, damages, suits, costs and expenses, including without limitation legal fees and costs, arising from or in connection with the exhibitor's occupancy and use of the exhibition premises or any part thereof or any negligent act, error or omission of the exhibitor or its employees, subcontractors or agents. Exhibitors will carry Worker's Compensation Insurance in compliance with provincial laws covering all of the Exhibitor's employees, contractors or agents engaged in the performance of any work for the Exhibitor.

Allocation of Space + Deadlines

Applications will be processed on a first-come, first served basis. Whenever possible, space assignments will be made in keeping with exhibitor preferences. Show Management reserves the right to make final determination of space assignments. Failure to meet payment deadlines will forfeit first option on preferred space request. Relocation of exhibit space will be in the overall best interest of the show and is at the sole discretion of Show Management.

2. Third Party Promotion and Advertising

Exhibiting companies may not use their exhibit space for third party promotions. This means that restaurants may not put up signs or hand out pamphlets for a company that may have supplied them with products that they are using in the creation of their dishes.

3. Insurance + Liability

Each Exhibitor shall carry liability coverage including premises, operations, contractual, personal injury and property damage liability. The Exhibitor is liable for any damage caused to the building or to standard booth equipment, or to other Exhibitors property.

4. Exhibit Space Rental Payment + Cancellation Policy

This application to Exhibit + Contract must be completed and returned with full payment. Applications not accompanied by the payment will not be processed. No cancellation of exhibit space will be accepted.

5. Size & Structure + Appearance of Exhibit Space

Exhibit space will be allocated in units as shown on the floor plan. Each Bite of the Valley booth is situated on cement floors. Construction of Exhibits shall comply with the exhibit booth regulations found in the Exhibitor Manual. Over height and Oversize exhibits must be pre-approved in writing by Show Management. No Exhibitor shall permit the exposure of any unfinished surface to neighbouring booths or visitors. Carpeting is mandatory and available for rent through Levy Show Services and is the responsibility of the Exhibitor. Exhibit space fees include draped back and sidewall. No exhibits will be permitted which interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. The exterior of any display structure facing a side aisle, or adjacent to exhibitors booth must be suitably decorated at the exhibitors expense. The Exhibitor must keep the Exhibit space in a clean and orderly state throughout the duration of the show. No cleaning services are included in the Exhibit space fee. Storage of packing crates and materials is not permitted within the Exhibit space during the show. Storage areas will be provided for properly marked materials. It is the Exhibitor's responsibility to properly identify and mark its crates and then place in the storage areas. No storage of any kind is allowed behind the back drapes or in any area not designated for storage.

6. Conduct + Operation of Exhibit

No exhibitor shall call or invite a visitor out of an exhibit that is not their own. Exhibitors must remain within their own exhibit space in demonstrating products, distributing literature, product samples or other materials. Other areas including the show floor, aisles and the Facility, both inside and on the exterior property, may not be used for these purposes. Exhibit personnel, including demonstrators, models, mascots and corporate characters are required to confine their activities within the exhibit space.

Exhibit personnel, including demonstrators or models must be properly and modestly attired. Show Management retains the right to remove any Exhibitor personnel found to be conducting themselves in a manner deemed inappropriate. The distribution of advertising or promotional material, which is deemed inappropriate for the show, is not permitted. Show Management will terminate any Exhibitor selling a product or service, which is deemed deceptive or objectionable. The Exhibiting Company must have an Exhibit representative present at all times within the booth during show hours. The Exhibit space must remain operational at all times during show hours. Exhibitors shall not distribute materials, extend invitations, hold hospitality events, call meetings, or otherwise encourage absence of visitors from the show floor during the operating hours of the show. Exhibit personnel will not be permitted to enter Tradex earlier than two hours before the scheduled opening time on show days and likewise will not be permitted to remain within Tradex more than one hour after closing hour each day with the exception of Sunday, September 16, 2012.

It may be necessary for neighbouring Exhibitors or Show Management to access utility connections in an Exhibitor's booth. The Exhibitor agrees to permit such access, which may include the placement of piping, ramping, conduit, cable, etc. Each Exhibitor is charged with the knowledge of all laws, ordinances and regulations pertaining to fire prevention, public safety, and health, including the health regulations, while participating in EAT! Fraser Valley. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the Exhibitor.

7. Sound, Noise, Music, Lighting + Odors

Videos related to an exhibitor's product will be permitted, provided the projection equipment and screen are located in the back third of the booth. Sound will be permitted only if the sound is not audible in the aisle or neighbouring booths. Sound systems, including microphones, will be permitted if not turned louder than conversational level AND if not objectionable to neighbouring exhibitors. Any exhibitor using music shall not violate any copyright, trademark, or other similar laws and shall comply with all copyright restrictions. No loud or obtrusive activities will be permitted during show hours. This includes the operations of any item, which may cause vibration, smoke, and excessive noise or produces objectionable odors. Show Management reserves the right to limit or terminate the use of distracting light effects, including glaring lights.

8. Exhibitor Badges

Exhibitor badges will only be provided to persons named on the Exhibitor Name Badge Form. These passes are restricted to a maximum of 15. Exhibitor Badges are for the sole use of persons staffing the Exhibitor's booth & will be required for entry at the Exhibitor's entrance. The clear view of the Exhibitor badge must not be obstructed. Exhibitor badges are not transferable & will be confiscated if worn by unauthorized personnel.

9. Sampling + Sale of Products

The selling of any ready to eat, food or beverage or take home merchandise must be through the Bite Program and requires the completion of a Bite Program application, and subsequent acceptance by Show Management of said application. No cash transactions are permitted. All bite sales must be done through the Bite Ticket Sales Program and tickets must be turned in at the end of the show at the Show Office in order for a refund to be paid to the exhibitor.

10. Official Festival Guide

Show Management assumes no responsibility for any errors or omissions within the Official Festival Guide.

11. Installing + Removing of Exhibit

Exhibitors must adhere to the set up time as outlined in the Exhibitor Manual, unless prior arrangement has been made in writing with Show Management. All installations must be complete prior to show opening. Under no circumstances will the delivery or removal of any portion of an exhibit be permitted during the show hours without written consent from Show Management. No deliveries may be made during show hours. No exhibit shall be dismantled in any way prior to show closing. **Because early dismantling of an exhibit booth, and the subsequent degradation to the look of the show, Exhibitors attempting to move out prior to 5 PM will be fined a \$500 penalty.** The deadline for removal of Exhibits is 11 PM on Sunday, September 16, 2012, unless special arrangements have been made with Show Management. In any event, all exhibitor displays or materials left on the show will be packed and shipped at the discretion of the official service contractor, and all charges applied to the Exhibitor, and without liability for loss, damage or theft.

12. Failure to hold the Event

If the show is interrupted or prevented from being held including but not limited to acts of God, strikes, lockouts or other labour or individual disturbances, riots, failure to secure materials or labour, fire, lightning, epidemic, tempest, flood, explosion, or any other causes, then Show Management shall in no way whatsoever be liable to the Exhibitor, other than to return such portion of any amounts paid, after deduction of such amounts as may be necessary, to cover all expenses incurred by Show Management in connection with the Show and / or promotion and publicity. If Show Management determines that the location of the Show should be changed or the dates of the Show postponed, no refund will be made but the Show Management shall assign to the Exhibitor, in lieu of the original space, such other spaces as the Show Management deems appropriate and the Exhibitor agrees to use such space under the same terms and conditions.

13. Show Management's right to make changes

Show Management reserves the right to make changes, amendments and additions to these rules and regulations at any time and all changes, amendments and additions so made shall be binding on the exhibitor with the provision that all exhibitors be advised of any such changes. Any matters not covered herein are subject to decision by Show Management.

14. Applicable Law

When signed by the parties, this application for space constitutes a binding contract enforceable under the laws of the Province of British Columbia. Should a court of competent jurisdiction herein find any provision invalid, such invalidation shall not affect the terms of this contract.

2012 Bite of the Valley Participation Regulations

The Bite Program

- All participating restaurants may sell appy size portions of their menu selections through a 'bite' ticket sales program administered by Show Management. Tickets will be sold in 50 cent denominations. Cash transactions are not allowed and are in violation of the Bite of the Valley regulations.
- All 'bites' (Appetizer size portions) must be priced in the range of 50 cents to \$4.00 in 50 cent increments.
- Restaurants may also sell their own branded take home food & condiment products. These sales must also be through the 'bite ticket system'.
- Show management will redeem at the end of the show all bite tickets submitted by the restaurants at 75% for the first \$4,000 of sales, at 85% for sales \$4,001 to \$7,000 and at 90% for sales over \$7,001.
- A registration fee of \$495 is required to secure each kiosk.

Restaurant Space Location and Details

- All participating restaurants will be located in the area designated on the floor plan as The Bite of the Valley Restaurant Pavilion (Booths 1 – 10).
- Booth staff must adhere to Fraser Health Regulations and have Foodsafe certification.
- Each booth measures approximately 150 square feet and backs onto a clean-up area that includes sinks with hot and cold running water and garbage receptacles.
- Each booth includes one skirted table at the front of the booth and one storage table.
- Restaurants will provide their own cooking equipment and may set up their own signage, menu display and other décor to enhance their presence.
- Fraser Health Regulations require all restaurants to have a mechanical refrigerator in their booth. Show Management will provide additional common refrigeration space for Bite of the Valley restaurant participants. There will be no freezer space available.
- Electricity must be purchased seperately through Global Convention Services.
- Tables and seating for dining guests will be provided throughout the Bite of the Valley area by Show Management and will be kept clean by Show Management staff.
- Cleanliness within the booth and the cleanup area is the restaurants' responsibility.

Restaurant Activity Guidelines

- All décor, signage and marketing activities must be confined to within the restaurant's own booth space and may not encroach outside the perimeter of the booth or infringe on a neighbour's kiosk.
- Promotional 'give-aways', signs, posters, banners or stickers are allowed as long as they are directly related to the particular restaurant. Third party promotions (selling or advertising another company's products or services) and cash sales (bypassing the 'bite tickets') are strictly forbidden.



Menu & Product Sales Form

The Bite of the Valley reserves the right to restrict certain entrees or beverages due to duplication or contractual exclusivity as in the case of sponsorships. Please type or print the information below clearly. Also please note that this information may be used in official print advertising for Fraser Valley Food Show and the Bite of the Valley.

Menu Items:

Menu items must be priced within the range of 50 cents and \$4.00 in 50 cent increments!

Menu Item #1: _____ Price: \$ _____

Description: _____ Portion Size: _____

Menu Item #2: _____ Price: \$ _____

Description: _____ Portion Size: _____

Menu Item #3: _____ Price: \$ _____

Description: _____ Portion Size: _____

Beverage Sales:

If you are planning to sell a unique novelty beverage of your own creation please describe below:
(Sales of coffee, soft drinks, alcoholic beverages and bottled juice or water is not allowed)

Beverage _____

Price: \$ _____ Portion size _____

Retail Merchandise Sales:

(Take home packaged food, condiments, spices, sauces, etc.)

Please list items you wish to sell and prices (prices must include HST and rounded to the nearest multiple of 50 cent tickets.

Merchandise #1: _____ Price: \$ _____

Merchandise #2: _____ Price: \$ _____

Merchandise #3: _____ Price: \$ _____

To Book Your Kiosk (booth), fill out this form and an Application to Exhibit + Contract and return to us with the payment.

I hereby agree to the terms stated above in the **Bite of the Valley Restaurant Participation Regulations** and the **Bite of the Valley Menu & Product Sales Form** and understand that these two additional documents are part of the official **Application to Exhibit + Contract**.

Name of Restaurant: _____

Name of Person in Charge of Booth: _____

Authorized Signature: _____ Date: _____