

## KID'S STUFF MARKETPLACE 2010 EXHIBITOR KIT

### Background

This year will be Wizard World's 7<sup>th</sup> year of entertaining families during March Break in the Better Living Center at Exhibition Place. Wizard World is an indoor family fun park filled with rides, inflatable zone, live stage acts, petting zoo and walk-around entertainment. The **Kid's Stuff Marketplace** is a new addition to Wizard World, created to service the needs, beyond just entertainment, of the over 10,000 families attending the event. The marketplace will be filled with booths, static and interactive, displaying products and services geared entirely towards families with children ages 2 through 12. It will provide patrons with a chance to find information or products for their children and will provide the exhibitors with an already captive audience of buyers.

Wizard World's location is an asset in that we are accessible by both TTC and Go Train, as well as there being ample parking available at Exhibition Place. There are 4 ATM machines on site which will allow easy and uninterrupted accessibility to cash for the public. Visit our great website for more information at [www.wizardworld.ca](http://www.wizardworld.ca)

### Shopper Demographics

Female	70%	2-12	50%
Male	30%	26-35	10%
		36-45	20%
		46-55	10%
		56+	10%

### Wizard World Marketing Campaign

Wizard World has developed a very focused and pointed marketing campaign. We focus on families in the GTA through print, radio, outdoor advertising, social media, and grassroots marketing directly to schools. This diverse campaign brings people from all walks of life. Our campaign includes, but is not limited to: Toronto Sun, Toronto Star, The Metro, 24 hrs, Community papers, Virgin Radio, Help We've Got Kids, Magazine, TTC Billboards, Go Train, Twitter, Facebook, CP 24

### Promotional Opportunities

#### eCoupons!

Submit a discount coupon to us and we will put it on our website which receives over 30 000 visitors during the month of March. The public will print the coupons out and will be able to use them at your booth at the show. The conditions of your coupon are entirely up to you, please create a digital coupon graphic business card size and email to [info@wizardworld.ca](mailto:info@wizardworld.ca).

#### Loot Bag

Every Wizard World patron 12 years of age and under receives a free lootbag upon exiting. If you would like to take part in the lootbag program by providing a coupon or product samples, please email us with a copy of the coupon or photograph of the give away for approval. If approved we would require a minimum of 12,500 pieces.

#### Web links

Cross promoting on websites with our exhibitors is an extremely vital part of modern day promotion. Wizard World will post links to any exhibitor's website, please submit the web address with your contract. If you would be willing to post the Wizard World link on your site please email us for permission and we will send along a logo to accompany the link.

#### Photos

Some photos submitted to us are distributed with our press releases to all major GTA newspapers. They will also appear on our website in the photo gallery, as well as under the marketplace heading. Submitted pictures can also be posted with your website link. Please submit all photos with your company name and a title for the photograph to [info@wizardworld.ca](mailto:info@wizardworld.ca). Be sure to sign the photo release form and to accompany it with your pictures. Photos cannot be posted until the release form has been submitted.

**Show Dates:** Sunday, March 14 to Sunday March 21<sup>st</sup>  
**Move in:** March 11<sup>th</sup>-12<sup>th</sup> 11:00 AM – 5:00 PM

**Show Hours:** Open daily 10:00 AM – 5:00 PM  
**Move Out:** March 21<sup>st</sup> 5:00 PM – 9:00 PM

## How to Apply

1. Read the contract Terms and Conditions and fill out the application form
  2. Submit the form by fax or email. Mail original application with deposit or full payment, according to the payment schedule and the [Safety Acknowledgement Form](#) to secure your booth.
  3. Vendors can submit photos to aid us in your placement. Low resolution photos are preferred and can be sent to [info@wizardworld.ca](mailto:info@wizardworld.ca)
  4. Exhibitor packages are mailed upon full payment. Packages will include your receipt, exhibitor passes, and promotional material on request.
1. **Complete the Contract** by printing clearly. The address you provide will be used to mail your exhibitor package. Websites that are not functional will not be linked on our site.
  2. **Choose a section within the Kid's Stuff Marketplace.** Please note that Wizard World makes the final placement decision.  
**Educational:** Schools, Tutoring centres, Camps etc.  
**Activities:** Athletic Leagues, Martial Arts Centres, Dance Studios, Dramatic arts Centres.  
**Products:** Toys, apparel, videos etc.
  3. **Promote your involvement** in Wizard World and the Kid's Stuff Marketplace! Each vendor will receive a digital format flyer to forward to clients and friends.
  4. **Exhibitor Passes** are for you and your staff ONLY! Badges will be provided to identify you as an exhibitor to security. No exhibitor will be admitted to the building without a pass.
  5. **Choose a Booth Size.** Be sure to choose a space large enough to house your storage as well (there is no on site storage). We will contact you if your choice is unavailable with the next best option. Reservations will only be held with a 50% deposit.

## Your Booth Rental Includes:

- 👍 24 hr show security
- 👍 Website listing
- 👍 Exhibitor admission passes
- 👍 Pipe and drape
- 👍 1 electrical outlet and one 8' table
- 👍 Discount rate admission tickets
- 👍 4 Free admission passes for friends and family

6. **Payment** is due in full by February 15<sup>th</sup> to qualify for the discounted "Early Bird" rate. NO Exceptions. No booth space can be held without a deposit. Please make cheques payable to Wizard World. Any balances owing after February 15<sup>th</sup> will be based on the regular booth rate. Deposit must be received following all faxed applications within 7 business days.
7. **Your Signature** is legal consent to the exhibitor rules and contract terms and conditions. Please retain a copy of the contract terms and exhibitor rules for your reference.
8. **The Safety Form:** As a result of the Ontario Health and Safety Act's recent interpretations of show's load in and load out as being construction sites, we must receive a signed and dated Safety Acknowledgement form from you in order for you to load in to the show. Please pay careful attention to those regulations to ensure that you have a safe and successful show.
9. **The Photo Release Form**  
If you are submitting photos, please remember to include this signed form. It gives us and any other third party media permission to use the photos. Since we have so many roaming photographers at the show that may photograph your booth or your product, it is a good idea to submit a release even if you don't have photos to send us.

## Contact Info:

**Wizard World "Kid's Stuff Marketplace"**  
**16130 Weston Rd., Kettleby, ON L0G 1J0**  
**416-585-9263 Office 905-726-8002 fax**  
**[info@wizardworld.ca](mailto:info@wizardworld.ca), [www.wizardworld.ca](http://www.wizardworld.ca)**

## Terms and Conditions

### 1. Contract:

This application for space, when accepted by the Management, shall constitute a contract between the Exhibitor and the Management, and in addition to its terms, shall include and incorporate the Exhibitor's Rules and Regulations, fire and safety regulations, as well as the tentative floorplan which the parties acknowledge may be amended and modified at any time by the Management.

### 2. Payment

To reserve a booth space, please send a completed application with your full payment or a 50% deposit before **February 15<sup>th</sup>**. Post dated cheques are not accepted for reservations, but may be used to pay balances owing up to the **February 15, 2010** deadline. FULL PAYMENT MUST BE RECEIVED BY THIS DATE TO MAINTAIN YOUR RESERVATION AND TO QUALIFY FOR EARLY BIRD RATE. Applications for space received after the **February 20** deadline will require full payment in cash or credit card. A charge of \$25 will be applied to all NSF cheques.

### 3. Sharing Booth Space:

Booth space may NOT be shared without permission from Show Management. **All approved shares will incur an administration fee of \$50.** One vendor must assume primary responsibility of the accounts, but **BOTH VENDORS MUST SUBMIT A SEPARATE CONTRACT, SAFETY ACKNOWLEDGEMENT FORM AND PHOTOS** to receive approval. Sharing vendors must be of the same show section. Management reserves the right to limit the amount of company names listed on the website vendor list and links.

### 4. Cancellation of contract and policy:

Management reserves the right to terminate this contract and withhold from the Exhibitor possession of the exhibit space if the Exhibitor fails to pay all space rental charges by due date. In the event of Exhibitor cancellation, no refund of exhibit space payments will be made after February 15, 2010.

### 5. Location of Exhibit:

The exhibitor agrees to confine his presentation within the contracted space only and to maintain staff in his/her booth space during the show hours. No furniture mirrors or stock permitted in the aisles. Any booth encroaching on aisles or fire exits will lose any right or first refusal on future booth reservations and may be fined for impeding a public fire egress. The Management reserves the right to relocate an Exhibitor as it shall deem necessary.

### 6. Qualifications to Exhibit:

The Management reserves the right to remove, decline or prohibit any exhibit or part of an exhibit or proposed exhibit, which in its opinion, is no suitable to or in keeping with the character of the event, or in violation of fire and safety codes. **Please note: Absolutely NO counterfeit merchandise may be sold at Wizard World. Doing so will result in immediate removal of merchandise from the show.**

### 7. Installation, Operation and Removal of Exhibits

a) Every exhibit must be fully installed, staffed and operational upon opening of the show to the public and throughout the show hours. No display shall be dismantled or partially dismantled during the term of the show, except as required by Management, but will remain intact until the end of the final closing hour on the last Show day.

b) The Exhibitor shall occupy the Rental space during Show hours to sell, promote or advertise only the services and products described in this Exhibit Space Application/Contract

c) The Exhibitor shall remove his exhibit equipment and materials (including fluids) from the show building by the final move-out date as advised by the Show Management, and in the event of a failure to do so or failure to return the Rental Space to the same condition as at move-in date, the Exhibitor will be responsible to pay for such additional costs as may be incurred. Such removal of materials will be at the sole risk of the Exhibitor and in full compliance with all environmental and public health and safety requirements.

### 8. Postponement or Cancellation:

The Management reserves the right to postpone or cancel the show at its discretion. In case the Premises or any part thereof shall be destroyed or damaged by fire or there shall occur any other cause that shall render the fulfillment of this agreement by the Management impossible, then and thereupon this agreement shall terminate and the Exhibitor shall pay for said Premises in the full amount specified in this agreement. The Exhibitor hereby waives any claim for damages or compensation of such termination. Should the exhibition not be held for reasons out of the reasonable control of the Management, the Management may retain such part of the Exhibitor's payments hereunder as to compensate the Management for its expenses with respect to the show.

### 10. Liability and insurance/ Indemnification

a) The Exhibitor shall obtain and maintain at Exhibitor's expense a comprehensive general liability and all risk property insurance to cover the period from the move-in date to the date the Exhibitor has fully moved out of the show premises. Wizard World o/o by Astro Zodiac Enterprises Limited shall be named as an additional insured and the Policy shall insure the Exhibitor against all claims of any kind arising from or in any way connected with the Exhibitor's presence or operations at the show, with no right of subrogation. The policy shall provide coverage for at least \$2,000,000 for each separate occurrence.

b) The Exhibitor is responsible to insure its own exhibit, personnel, display and materials from any damage or loss through theft, fire, accident, or other cause and accepts all risk associated with the use of the exhibit space and the facility.

c) The Exhibitor agrees to indemnify and hold harmless Wizard World o/o by Astro Zodiac Enterprises Limited and the show Management, show sponsors and facility, their respective officers, directors agents, representatives and employees, against all claims, losses, liability, damages, (including legal fees and expenses), costs and charges of every kind resulting from i) the exhibitors occupancy of the Rental space ii) the use of equipment or devices furnished to or used by the Exhibitor or other person in connection with the Show and iii) personal injuries, death property damages or any other damage sustained by the Exhibitor, Wizard World, the show Management, the facility, show sponsors or a visitor to the show, and their respective officers, agents, representatives and employees or those for whom the Exhibitor is responsible at law.

### 11. Interpretation of Regulations:

The Management has the right to make such changes, amendments, and additions to these Exhibitor's Rules and Regulations, as it shall deem necessary to the proper conduct of the Show and thereupon the Exhibitor's Rules and Regulations shall rest with the Management and its decision shall be final. Management may require Exhibitors to make such alterations to their displays as it deems necessary to the proper conduct of the Show and on failure to comply, may order the immediate removal of the entire exhibit without compensation and at the Exhibitor's Expense.

1. All exhibitors and their staff must wear their vendor badges at all times for security and surveillance. NO EXCEPTIONS to this rule will be allowed. This is a children's show we do not allow adults in unless accompanied by a child. If exhibitors cannot be recognized by their badge and are not accompanying a child they will be immediately removed from the building.
2. Absolutely no merchandise, displays, chairs or mirrors are permitted in the aisles.
3. Booth space design must provide space for shoppers. There is no onsite storage.
4. All booth set-ups must be structurally safe for the public. Any freestanding items must be safely secured; this includes mirrors, mannequins or table top displays.
5. All carpets, electrical cords or any other trip hazards must be marked as a hazard with a bright indicator and taped down with ONLY cloth tape. No other type of tape is acceptable.
6. All tents must have a fire extinguisher
7. Any booth with an area of 1000 sq. ft or more must have an accessible fire extinguisher on hand.
8. No smoking, no burning of incense or candles.
9. Consumption of alcoholic beverages while working is prohibited.
10. No front of show soliciting is permitted.
11. Volume levels of music played at any booth must be low enough to hear announcements and not be audible to surrounding booths.
12. No food or beverages may be sold, handed out as a sample or distributed as a free promotion, without express written approval from Wizard World management.
13. Subletting, borrowing or sharing of electrical is strictly prohibited.
14. No onsite painting is permitted without prior consent from Management.
15. Overhead displays are not permitted without prior consent from Show Management.
16. Storage of goods or fixtures must be within your own booth space.
17. All tent fabric must be flame proof or treated with a flame-retardant chemical.
18. All fire protection equipment including exit signs, alarms, sprinkler systems, fire hoses and fire extinguishers must be kept clear and free of obstructions at all times.

### LOAD IN/ LOAD OUT

1. **All load in/out staff MUST wear safety shoes/boots as a requirement of work. This means shoes or boots that are reinforced with steel toe or other material that is CSA certified.**
2. No vehicles within the building may be left unattended at any time
3. No idling of vehicles while in the building or loading dock.
4. No Children under 16 are allowed on the show floor during load in or load out.
5. Dismantling of booth display or merchandise prior to show end is strictly prohibited. You will be notified when it is safe to dismantle and load out the contents of your booth. There are no exceptions. Dismantling prior to show end will result in loss of right of first refusal on your booth in future.
6. Vehicles leaking fluids will not be permitted to drive into the building.



**Safety Acknowledgement Form**

I, \_\_\_\_\_

Print your name

Representing \_\_\_\_\_

Print name of company

Hereby undertake that I have read and understand the attached safety regulations. I agree to comply with and abide all statutes and regulations that establish safety requirements, including, but not restricted to, the Occupational Health and Safety Act.

I will also cooperate with Show Management, who are authorized to intercede and ensure the enforcement of safe working conditions. Work can and will be suspended, and booth displays dismantled until the safety concern is remedied. Any infractions will be documented.

In the event of a charge, prosecution, or any other legal proceeding arising out of or related to the Occupational Health and Safety Act, as an exhibitor, I agree to be liable for the actions of my staff and contractors as it applies to the situation.

\_\_\_\_\_  
Signed (I have the authority to bind the company)

\_\_\_\_\_  
Date

**Photo Release Form**

We, the undersigned, give consent to Wizard World Inc., and its agents, to reproduce exhibit, copy and otherwise make available, all images we have submitted. We understand and agree that background color, orientation and cosmetic alterations may need to be done on the images submitted.

We acknowledge that images may be used on the Wizard World website, distributed for print or internet media or any other promotional use, as required by Wizard World. We also attest that we have complete ownership of these images, and are legally authorized to give consent to their use.

Signature \_\_\_\_\_

Date \_\_\_\_\_

Print Name \_\_\_\_\_

Company Name \_\_\_\_\_





1

Company name \_\_\_\_\_ Contact First + Last Name \_\_\_\_\_

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Address \_\_\_\_\_ City \_\_\_\_\_

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Province \_\_\_\_\_ Postal Code \_\_\_\_\_ Tel: \_\_\_\_\_

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Cell: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

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Website : www. \_\_\_\_\_

2

Section  Educational  Activities  Products

- Service/product description \_\_\_\_\_

-What is your price point (if applicable) \_\_\_\_\_

-Do you have a retail store?  Yes  NO Location? \_\_\_\_\_

- Would you like to be a part of our loot bag program?  YES  NO

3

How many Exhibitor Badges do you require for yourself and your staff? \_\_\_\_\_  
(Maximum of 6)

4

My Booth Size Choice: \_\_\_\_\_

Booth Total	
Corner Booth premium \$50	
Booth Share Admin. Fee	
<b>Total</b>	
<b>Payment (Full or 50%)</b>	
<b>Balance</b>	

Early Bird Rates until Feb. 15			
Size	Rate	+gst	=Total
10'x10'	\$850.00	\$42.50	\$892.50
10'x20'	\$1165.00	\$58.25	\$1223.25
20'x20'	\$1465.00	\$73.25	\$1538.25
Regular Rates after March 20			
10'x10'	\$965.00	\$48.25	\$1013.25
10'x20'	\$1365.00	\$68.25	\$1433.25
20'x20'	\$1715.00	\$85.75	\$1800.75

I am enclosing a cheque payable to Wizard World Inc.

Please charge my  Visa  MasterCard

Name on Card \_\_\_\_\_

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ 3-4 Digit security Code \_\_\_\_\_

Signature \_\_\_\_\_

5

By signing this contract, I have read and agree to the Exhibitor Rules and Contract Terms and Conditions stated therein.

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

